



Closing Leads within a timely manner poses a greater challenge than initially acquiring them!

How 'Skeletos' helps 'TATA Communication' to address this challenge through a strategic approach and tailored solution



Challenges faced by most of the companies

63% leads are not getting closed in time

Nearly 90% of presales and other stakeholders experience a significant drop in productivity when engaging with new leads

Between 30% to 50% of notifications from the CRM system go unnoticed by the Sales and Presales teams, amidst the myriad of other tasks they are handling

Coordinating updates from various stakeholders to craft a proposal is challenging. Seventy percent of productivity loss stems from the need for multiple discussions and meetings to compile the initial draft of the proposal

Over 90% of companies continue to rely on Excel spreadsheets and formulas to estimate budgetary costs.

Accessing relevant documents for leads, such as legal documents, Business Requirement Documents (BRD), solution diagrams, Non-Disclosure Agreements (NDA), etc., stored in another system poses challenges when preparing costs in Excel

The consequences include delayed responses to leads, wasted productivity, lack of centralized storage for verifying previous proposals, and prolonged commercial approval processes due to multiple Excel versions, among other issues

The high risk of losing opportunities is a significant concern stemming from delayed responses, inefficient processes, and lack of centralized storage for proposal verification



The challenges are endless, but the solution is simple...

- Seamless integration with your existing CRM system, ensuring a smooth transition and maximizing productivity without disrupting your established workflows.
- Consolidating all stakeholders onto a unified dashboard for every opportunity streamlines
- Effortless allocation of stakeholders and prompt updates retrieval.
- Simplified approval process via email from essential stakeholders, such as the commercial team.
- Clear version control data visible on the dashboard for validation before finalizing.
- Enhanced control through distinct dashboards and workflows tailored for Technical, HR, IT, Admin, and Commercial teams.
- Comprehensive storage of previous proposals for easy future reference.
- A management-centric bird's-eye view dashboard.
- Achieving these improvements saves 45% of productivity time and accelerates proposal creation by 70%.





Dashboard

GLOBAL HEAD



PW

Lead Conversion Ratio

2 : 10

Unqualified leads convert into customers

Leads (2)

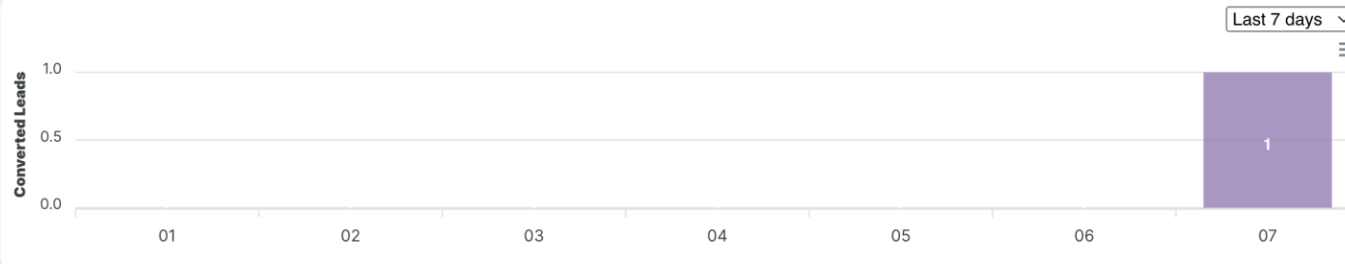
Opportunities (5)

Negotiations (18)

Proposals (0)

Wins (10)

Fails (0)



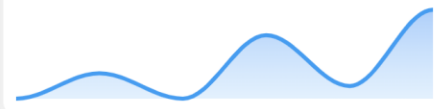
Lead-to-Opportunity Ratio



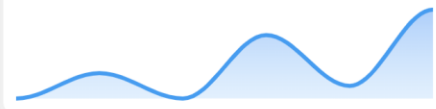
Opportunity-to-Win Ratio

Poor Average Good

Sanket Khote - Role 3% - Conversion Rate



Sanket Khote - Role 3% - Conversion Rate



Sanket Khote - Role 3% - Conversion Rate



My Opportunities

3212 SEM Testing In Commercial Review
Due Date: 2023-04-30 | Due(In Days) : 312

3131 SEM Testing In Progress
Due Date: 2023-02-08 | Due(In Days) : 393

3098 SEM Testing In Progress
Due Date: 2023-01-30 | Due(In Days) : 402

3112 SEM Testing Commercials Approved
Due Date: 2023-02-04 | Due(In Days) : 397

3174 SEM Testing Commercials Approved



FAST... RELIABLE... AGILE... INTERACTIVE... SECURED...

About Skeletos



Skeletos connotes a framework. A framework that enables enterprises to modernize digitally.

'Skeletos' IT Services is a Pune-based Dynamic Software and IT Services company, having a presence in the USA. With a collective experience of 20 Years in Software development, DevOps, SysOps, Cloud solutions, Networks, and IT Infrastructure Management, we deliver solutions that leverage the latest technologies and are essential for sustainable business solutions Thus bringing value to the investments. 'Skeletos' takes a step forward by providing services that help in the fast and easy transition towards digitized processes and pre-emptive analytics.

We provide end-to-end solutions through our STRATEGY FIRST, TECHNOLOGY NEXT... approach.

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