



We helped Loggin Digital stop losing leads to manual sales work.



Location: Hyderabad



Industry: Retail



Revenue: ₹10cr - ₹50cr

As Loggin Digital grew its smart-home automation business, the number of leads and operational activities it had to manage grew with it.

But the sales process was still heavily dependent on spreadsheets and manual coordination.

Leads coming from Meta ads, store walk-ins, and other channels were manually consolidated. Approvals moved back and forth between teams. Field sales activity was difficult to track in real



time. And sales teams were spending valuable time updating sheets and coordinating processes instead of following up with prospects and driving conversions.

The problem was no longer just managing leads. It was keeping the entire sales operation connected as the business scaled.

Challenges

Loggin Digital was dealing with several disconnected workflows:

- **Leads were manually consolidated**
Enquiries from different channels had to be brought together into spreadsheets, creating additional work and increasing the risk of delays or missed follow-ups.
- **Sales workflows lacked a single source of truth**
Customer acquisition and sales activity were spread across different processes, making it difficult to understand the status of opportunities.
- **Approvals created delays**
Routine approvals depended on back-and-forth coordination between teams instead of moving through a structured workflow.
- **Field sales lacked real-time visibility**
Management had limited visibility into what was happening on the ground and had to depend on updates from the field team.
- **Teams were spending time maintaining the process**
Instead of focusing that time on prospects and conversions, sales and operations teams were spending it updating spreadsheets and coordinating across disconnected systems.

Solution

Hopnet deployed a centralized ERPNext-based operational platform that connected CRM, sales, procurement, HRMS, and field operations.

The implementation was complemented by a custom field sales application, giving the business real-time visibility into on-ground execution.

- **Multi-channel lead capture**
Lead sources such as Meta ads and store walk-ins were connected into a centralized pipeline. Instead of manually consolidating enquiries into spreadsheets, leads could flow directly into one system where the sales team could manage them.
- **Structured sales workflow**
The sales process was brought into a common workflow, giving teams a centralized view of prospects and their progress. This reduced dependence on scattered spreadsheets and

made it easier to track customer acquisition from the first enquiry onward.

- **Centralized approvals**

Approval workflows were moved out of back-and-forth coordination and into the operational platform. This gave teams a more structured way to move requests through the business without depending on individual follow-ups.

- **Real-time field sales visibility**

A custom field sales application was introduced to capture and surface activity from the field. Leadership could now see on-ground execution in real time instead of relying entirely on delayed updates.

- **Connected backend operations**

CRM and sales were connected with procurement, HR, and other backend workflows. This meant the sales process no longer operated as an isolated function. Information could move through the business from acquisition to execution and delivery.

Outcomes

- **Zero manual lead consolidation**

Leads from Meta ads, store walk-ins, and other sources now flow into a centralized pipeline instead of being manually consolidated into spreadsheets.

- **One platform across operations**

CRM, sales, procurement, HRMS, and field operations were consolidated into one connected system, giving teams and leadership a common operating view.

- **Real-time field visibility**

The custom field sales app gave leadership visibility into on-ground activity as it happened.

- **Faster operational execution**

Approvals and backend workflows moved out of fragmented coordination loops, reducing the operational effort required to keep processes moving.

- **Under 30 days to go live**

The complete operational platform was configured, deployed, and made live in under 30 days.