



We helped Microbax bring field sales reporting into real time.



Location: Hyderabad



Industry: Manufacturing



Revenue: ₹5cr - ₹20cr

Microbax India Pvt. Ltd., a producer of probiotics with a geographically distributed field sales team, was relying heavily on paper-based processes to manage its field operations.

Attendance, movement, dealer visits, targets, and daily activity were being captured manually. By the time information reached management, it was often delayed, inconsistent, or required additional reconciliation.



For a field-driven sales organization, this created a simple but costly problem: leadership could not reliably see what was happening in the field while it was happening.

Challenges

Microbax's field sales operations depended on manual reporting for several critical activities:

- Attendance and field movement were recorded manually.
- Sales representatives reported their activities through paper-based processes.
- Target and performance tracking lacked a centralized, real-time view.
- Reporting errors created additional reconciliation work.
- Payroll processing depended on accurate field attendance and activity data.
- Leadership had limited visibility into field execution until reports were consolidated.

As the field team expanded across locations, these gaps became harder to manage. The issue was not simply that reporting was manual. It was that operational decisions were being made using information that arrived too late.

Solution

A mobile-first field sales management platform connected to the back office.

Hopnet designed and deployed a hybrid mobile application specifically for Microbax's field sales operations.

The platform digitized the activities that were previously being managed manually and connected them with centralized reporting and payroll workflows.

- Digital attendance and movement tracking: Field representatives could record attendance and movement digitally rather than relying on paper logs. This created a structured record of field activity that could be accessed centrally.
- Real-time field reporting: Instead of waiting for daily or periodic reports to be collected and consolidated, field activity was synced into a centralized system. Management could see operational information much closer to real time, giving them a clearer picture of what was happening across the field team.
- Target and performance management: The system brought sales targets and performance tracking into the same operational workflow. This made it easier to compare planned activity with actual field execution and identify performance gaps earlier.
- ERPNext integration: The field application was integrated with ERPNext so that field operational data could flow into existing business processes. This reduced the need to maintain separate records across different systems.

- **Payroll-linked operations:** Because attendance and field activity were captured digitally, the resulting data could be used in payroll workflows. This reduced dependence on manual reconciliation between field reports, attendance records, and payroll processes.
- **Field order management:** The platform was also extended to support order placement directly from the field, helping sales representatives move from customer interaction to order capture without introducing another disconnected process.

Outcomes

90% reduction in reporting errors: Digitizing field activity significantly reduced inaccuracies associated with manual reporting and data entry.

Real-time visibility into field operations: Leadership gained access to dashboards showing field activity, attendance, movement, and performance without waiting for manual reporting cycles.

Faster payroll processing: Automated attendance and operational data reduced the administrative effort involved in preparing payroll and improved the reliability of the underlying data.

25% ahead of schedule: The solution was delivered in 45 days against a planned 60-day timeline, getting the system into the hands of the business earlier than expected.

What Changed

The biggest change was not a single feature. It was the shift from delayed reporting to live operational visibility. Field activity could be captured at the source. Management could access that information centrally. Performance could be tracked more consistently. And payroll could use the same operational data rather than relying on multiple manual records. This gave Microbax a more reliable way to manage a distributed field sales operation as it scaled.