

Unified CRM Architecture for 100+ Store Retail Network

CLIENT

Unicorn
Infosolutions

INDUSTRY

Retail
Technology

DATE

Q3 2024

REVENUE IMPACT

INR 30+

Cr

3% organic growth via
operational visibility

SCALE

100+

Retail locations unified

IMPLEMENTATION

12 Weeks

TruPOS-Zoho
integration

Unicorn Infosolutions

Apple Premium Partner operating 100+ retail stores across India with INR 1,000+ Crore annual revenue. Prior to implementation, growth created critical infrastructure gaps: fragmented data systems, manual incentive tracking, and strategic decisions based on delayed reporting.

TECHNICAL SCOPE

Custom ETL Pipeline Development

Real-time TruPOS-Zoho Sync

Executive Dashboard Suite (4 Modules)

Automated Cohort Segmentation

Incentive Calculation Engine

About Unicorn Infosolutions Private Limited

Unicorn Infosolutions Private Limited is one of India's leading Apple Premium Partners, operating a network of 100+ retail stores across the country. Known for delivering the complete Apple experience, they serve a diverse customer base ranging from first-time iPhone buyers to enterprise clients deploying Mac fleets at scale.

Their portfolio spans flagship retail locations, authorized service centers, and a growing B2B division that helps businesses integrate Apple technology into their workflows. With annual revenue exceeding INR 1,000 Crores, Unicorn Infosolutions has built a reputation for white-glove service and technical expertise.

But beneath the polished storefronts, a familiar story was unfolding. Growth was outpacing infrastructure. The systems that worked fine at 20 stores were buckling at 100+.

The Challenge

Unicorn's growth was outpacing its tools. Six separate pain points were hurting the bottom line:

1. Data Chaos Across 100+ Stores

Sales data lived in TruPOS. Customer records were scattered. Management received reports through manual MIS dumps, creating a 24-48 hour lag. By the time leadership saw yesterday's numbers, the market had already moved.

2. No Single Source of Truth

Customer data, sales orders, product information, employee records, and store masters all existed in separate systems. No integration meant no visibility. A customer who bought an iPhone in Delhi and walked into a Mumbai store for support had two different profiles.

3. Blind Spots in Critical Metrics

The team couldn't track the metrics that mattered in modern retail:

- Quarter-to-Date (QTD) and Year-over-Year (YOY) performance
- Like-for-Like (LFL) store comparisons
- New Product Introduction (NPI) velocity
- Trade-in and BuyBack program performance
- AppleCare+ attachment rates by region and product
- Third-party accessory (3PP) sales correlation

4. Lead Leakage at Every Touchpoint

Leads arrived via call center, store walk-ins, B2B outreach, and social media. Each channel used different capture methods. No unified lead source tracking meant no attribution. No cohort analysis.

5. Store Operations in the Dark

Store managers had no real-time visibility into footfall, walk-in conversion rates, or peak hour patterns. Geographic analytics were non-existent. Decisions about staffing, inventory, and promotions were made on gut feel, not data.

6. Manual Incentive Tracking

Store executives had zero visibility into their incentive earnings. They'd sell all month with no idea where they stood against targets. Managers spent hours manually calculating commissions.

The Solution

We implemented a comprehensive Zoho One Suite solution integrated with TruPOS through a custom ETL pipeline. Here's how we transformed each pain point into a competitive advantage:

POS-CRM Integration Architecture

The foundation of the solution is a real-time bidirectional sync between TruPOS (Point of Sale) and Zoho CRM. This integration ensures that every transaction, customer update, and inventory change is immediately reflected across all systems.

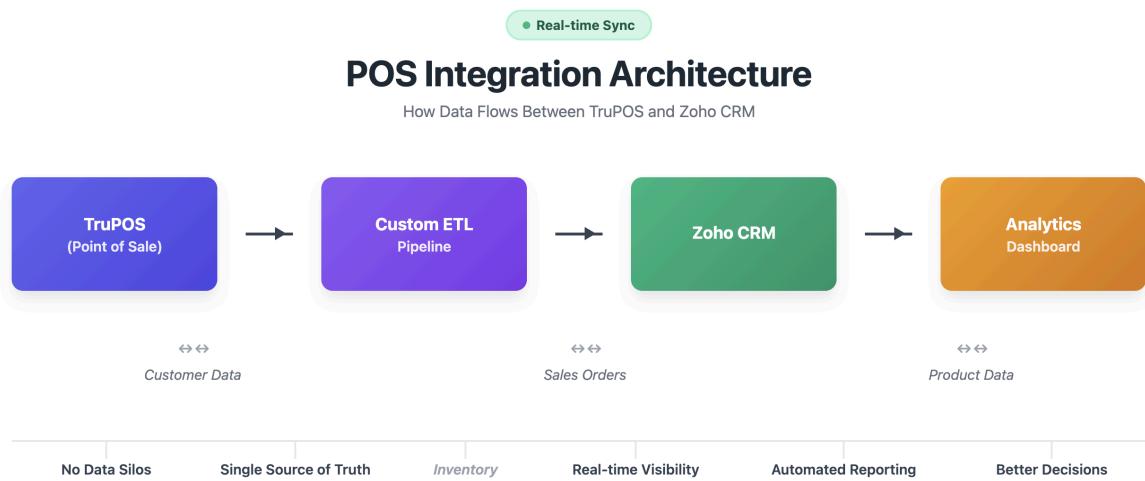


Figure 1: Data flows seamlessly between TruPOS, Custom ETL Pipeline, Zoho CRM, and Analytics Dashboard

Real-Time Sales Dashboard

The Sales Dashboard serves as the command center for leadership, providing instant visibility into revenue, product performance, and regional metrics. No more waiting for MIS dumps.

Key Dashboard Features

- Total Revenue KPI: Rs. 28.5 Crores with 12.3% growth vs last year QTD
- AppleCare+ tracking: 7,036 units sold with 18.5% growth
- Product-wise sales: iPhone (51,655 units), Mac (6,307 units), iPad (4,786 units)
- Trade-in program: 3,520 exchanges worth Rs. 2.4 Crores
- 3PP accessories tracking with 57.1% growth

Interactive Filters

Leadership can slice data by Date Range, Region, Line of Business, and individual Store. This granular control enables targeted analysis and quick identification of underperforming areas.

Revenue Trend Analysis

The 6-month trend chart compares This Year vs Last Year performance month-by-month. Visual identification of growth patterns helps in forecasting and resource allocation.

Regional Performance Table

All five regions (North, South, West, East, Central) are tracked against targets with achievement percentages. North leads with Rs. 8.2 Crores revenue (109% of target), while Central shows the highest growth at 22.1%.

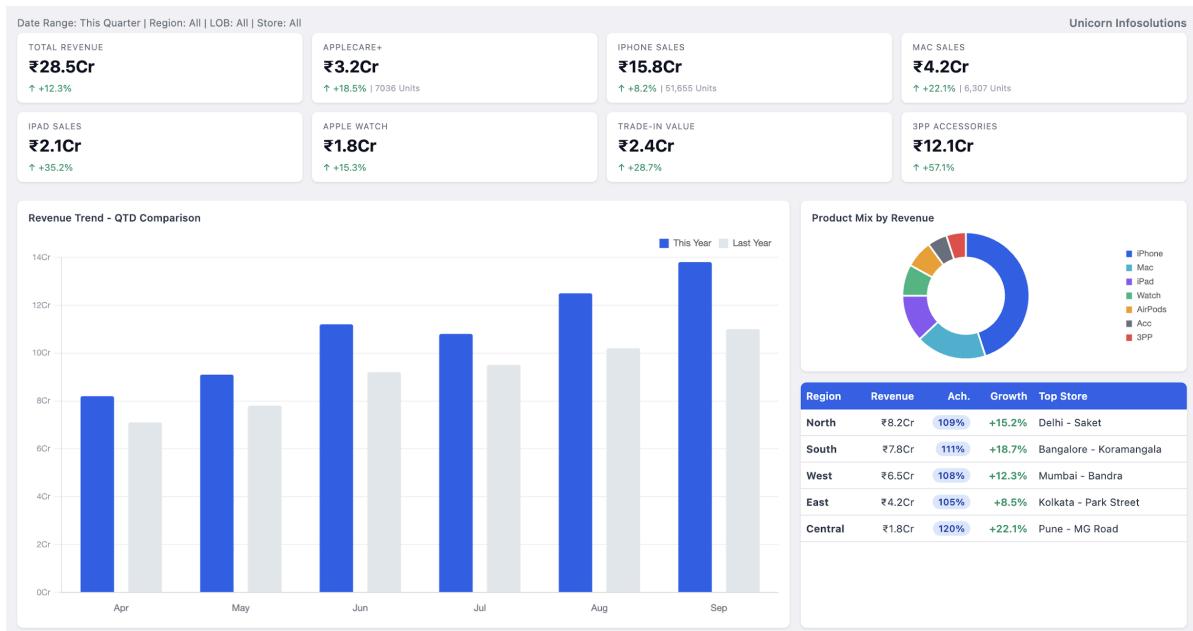


Figure 2: Sales Dashboard - Real-time visibility into revenue, products, and regional performance

Call Center Operations Dashboard

Complete visibility into call volumes, agent performance, lead sources, and conversion funnels. Managers can spot bottlenecks in real-time and coach teams based on data, not hunches.

Call Volume Metrics

- Total Calls: 154,746 with 23.5% increase - complete visibility into call center load
- Inbound Calls: 122,260 (79% of volume) - primary customer touchpoint
- Outbound Calls: 963,487 - proactive outreach and follow-ups
- Missed Calls: 461,717 with 8.5% reduction - improving answer rates

Lead Management

Unique Leads tracked at 733,694 with 15.3% growth. Sales Closed: 27,262 at 3.7% conversion rate. FBA (Followed By Agent) Contacted: 350,722 leads representing 47.8% of total lead pool.

Intent Classification

Hot + Warm Intent leads: 11,138 with 31.2% growth - these high-priority prospects get immediate attention. Cold Intents: 21,915 leads for nurturing campaigns.

Lead Source Distribution

Pie chart shows Website (35%), Social Media (25%), Store Walk-ins (20%), B2B (12%), and Referrals (8%). This attribution helps optimize marketing spend across channels.

Agent Performance Leaderboard

Top performers highlighted: Rahul Sharma (1,842 calls, 89 sales, 4.8% conversion) and Priya Patel (1,756 calls, 76 sales, 4.3% conversion). Green badges identify 'Top Performers' for recognition and coaching examples.

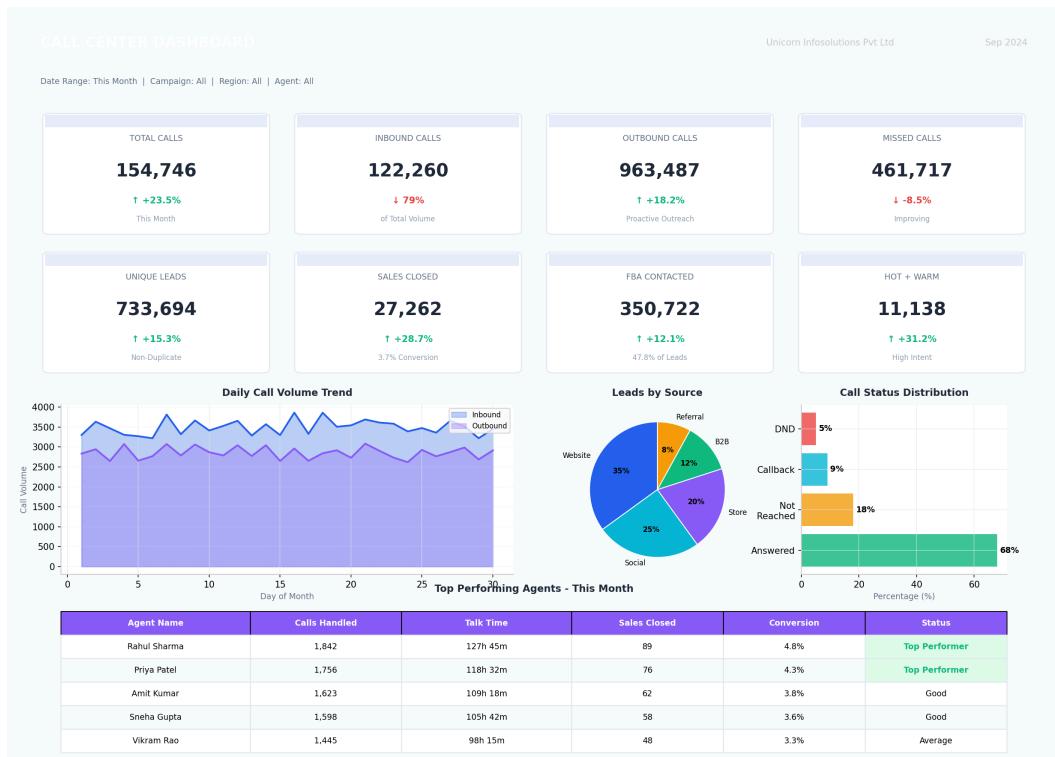


Figure 3: Call Center Dashboard - Agent performance, call metrics, and lead source analysis

Marketing Cohort Segmentation

We created sophisticated cohort definitions based on internal database analysis and sales patterns. This segmentation enables targeted marketing campaigns that convert at 40%+ higher rates than generic blasts.

Customer Cohorts Defined

- New Customers: First-time buyers requiring onboarding and education
- Upgraders: Existing customers trading up to premium products
- Switchers: Customers migrating from other brands to Apple
- Ecosystem Expanders: Adding more Apple products to their collection
- Loyal Customers: Repeat purchasers with high lifetime value
- Dormant: Inactive customers (>12 months) for reactivation campaigns

Cohort Marketing Impact

Targeted campaigns based on cohorts deliver 40%+ higher conversion rates, 3x engagement rates, and 15% lift in overall sales. Each cohort receives personalized messaging that speaks to their specific needs and purchase journey stage.

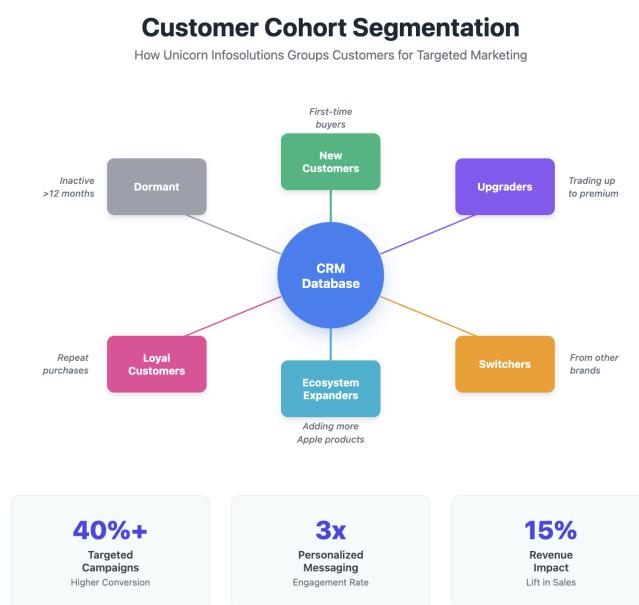


Figure 4: Customer cohorts enable targeted marketing with 40%+ higher conversion rates

Store Performance & Incentive Dashboard

Store managers and executives now see footfall, conversion rates, and incentive earnings in real-time. The psychology of seeing your progress update after every sale is powerful. Motivation went up. Manual calculation work went down.

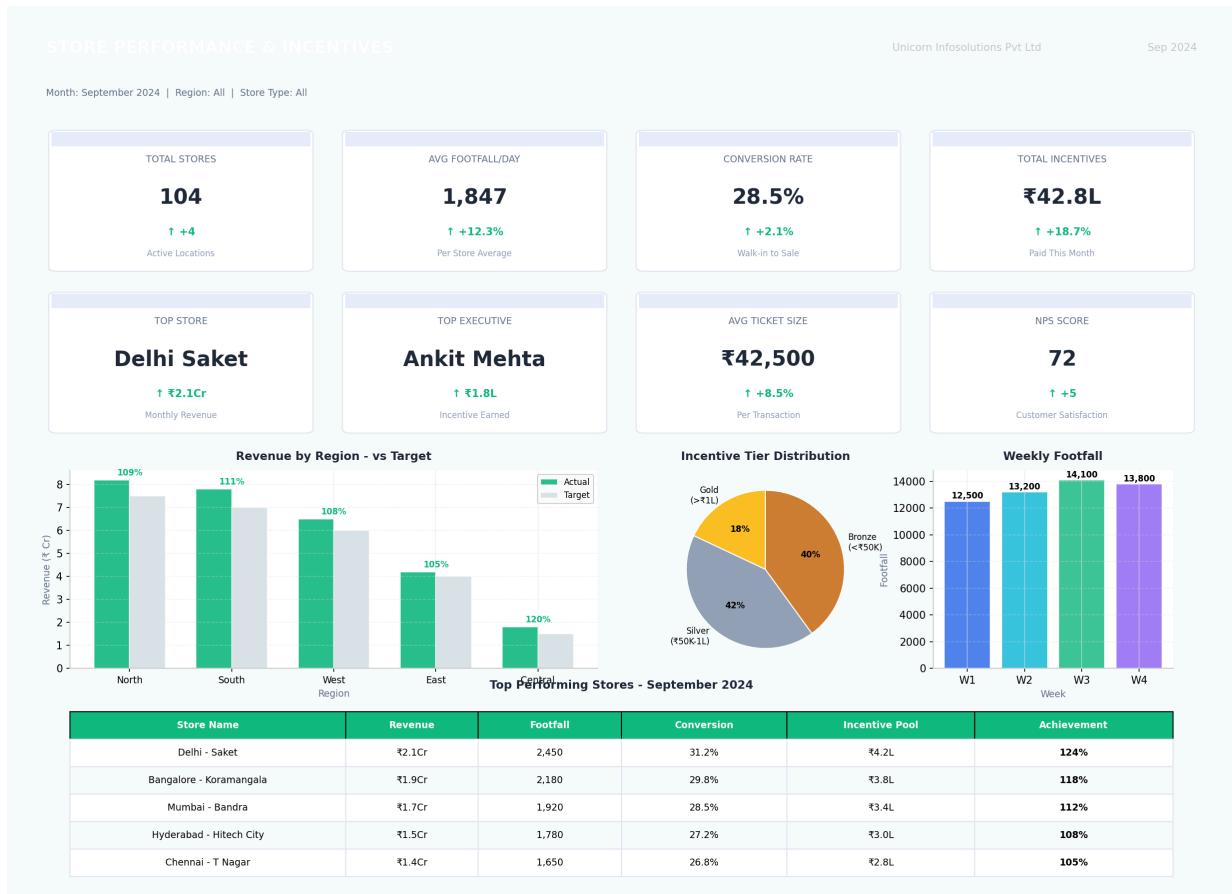


Figure 6: Store Performance Dashboard - Footfall, conversion, and real-time incentive tracking

Store Network Overview

- Total Stores: 104 active locations with 4 new additions this quarter
- Average Footfall: 1,847 visitors per store per day (12.3% growth)
- Conversion Rate: 28.5% walk-in to sale (2.1% improvement)
- Total Incentives Paid: Rs. 42.8 Lakhs this month (18.7% growth)

Top Performer Recognition

Top Store: Delhi Saket with Rs. 2.1 Crores monthly revenue. Top Executive: Ankit Mehta with Rs. 1.8 Lakhs incentive earned. Public recognition drives healthy competition.

Incentive Calculation Flow

The incentive system calculates earnings in real-time: Sale Completed → POS Records → CRM Updates → Incentive Calculated → Dashboard Display. This entire process takes less than 1 second, giving executives instant feedback on their performance.

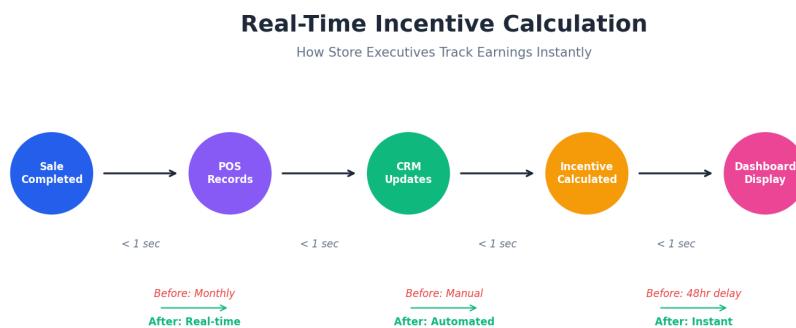


Figure 5: Real-time incentive calculation - from sale to dashboard in under 1 second

The Result

The implementation delivered measurable business outcomes within the first quarter of full deployment. The dashboards became the single source of truth for decision-making at every level of the organization.

Revenue Impact

3% Organization-Wide Sales Increase

The unified CRM system and real-time visibility enabled better decision-making at all levels, resulting in a 3% increase in overall sales organization-wide. With annual revenue exceeding INR 1,000 Crores, this translates to **additional revenue of INR 30+ Crores annually**.

How the Dashboards Drive Revenue

- Store managers course-correct mid-month instead of learning about shortfalls at month's end
- Sales executives, seeing incentive progress in real-time, push harder in final days of each cycle
- Marketing cohorts enable targeted campaigns that convert at 40%+ higher rates
- Call center managers identify and coach underperforming agents within days, not weeks
- Leadership makes strategic decisions based on live data, not week-old snapshots

Metric	Before	After	Impact
Sales Growth	Baseline	+3% org-wide	INR 30+ Cr revenue
Data Availability	24-48 hr delay	Real-time	Instant decisions
Reporting	Manual MIS dumps	Automated dashboards	80% time saved
Lead Tracking	Inconsistent sources	Standardized capture	Better attribution
Incentive Visibility	Monthly calculations	Real-time dashboard	Higher motivation
Store Analytics	No footfall tracking	Google Maps integrated	Data-driven ops

Table 1: Key Metrics - Before vs. After

Stakeholder Impact

Headquarters & Leadership

- Investor presentations now pull live data from dashboards, not week-old exports
- Strategic decisions based on real-time visibility across all 100+ stores
- One unified dashboard replaces 15+ separate reports and spreadsheets

Store Operations

- Store managers see performance vs. target in real-time with achievement percentages
- Geographic and footfall analytics drive staffing and inventory decisions
- Manual reporting time reduced by 80% - managers focus on coaching, not data entry

Component	Technology	Purpose
CRM Platform	Zoho CRM	Customer & Sales Management
POS System	TruPOS	Point of Sale Operations
Integration	Custom ETL Tool	Data Synchronization
Analytics	Zoho Analytics	Dashboards & Reporting
Support	Zoho Desk	Customer Service Management

Table 2: Technology Stack

Sales Teams

- Real-time incentive tracking drives 15%+ improvement in sales activity
- Complete customer history at every touchpoint improves cross-selling
- Automated follow-up reminders prevent lead leakage and missed opportunities

Phase	Activities	Duration
Discovery	Requirements gathering, system audit, data mapping	2 weeks
Design	Architecture design, workflow mapping, UI/UX design	2 weeks
Development	ETL pipeline, CRM configuration, dashboard build	6 weeks
Integration	POS-CRM connection, data migration, testing	4 weeks
Deployment	User training, go-live support, optimization	4 weeks

Table 3: Implementation Timeline



Ready to Scale Without the Chaos?

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