Dealer management system

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Powering smarter, streamlined ecosystems

Your dealer network is one of your most valuable assets—connecting your brand to customers, enabling last-mile sales, and shaping the buying experience. But managing this network manually or through disjointed systems often leads to inefficiencies, inconsistencies, and missed opportunities.

A **dealer management system (DMS)** is a unified platform designed to streamline the operations of dealers and operations between the company and its dealers. It enables real-time tracking of inventory, sales, orders, claims, and service performance—ensuring complete visibility, faster coordination, and data-backed decision-making at every level.

Why your business needs a dealer management?

01 Centralised visibility and control

Gain a real-time, consolidated view of dealer operations—across locations and functions. From order status to pricing consistency, everything stays connected and transparent.

02 Real-time inventory management

Track inventory across warehouses and dealerships in real time. Prevent overstocking, reduce dead stock, and enable smarter replenishment decisions.

03 Streamlined sales and order processing

Automate order-to-delivery workflows, reduce manual inputs, and minimise delays—leading to higher dealer satisfaction and improved operational speed.

04 Standardised customer experience

Deliver a uniform brand promise, regardless of location. Standardised processes ensure every customer receives the same quality of service and responsiveness.

05 Enhanced dealer performance tracking

Access dealer-wise dashboards that highlight sales trends, service efficiency, lead conversion, and compliance. Identify gaps, offer targeted support, and improve overall network productivity.

06 Faster claims and incentive management

Speed up the management of warranties, service claims, and dealer incentives. Built-in workflows reduce paperwork and improve turnaround times.

07 Integrated reporting and analytics

Make faster, smarter decisions with access to real-time data on dealer performance, regional trends, customer behaviour, and product movement—all in one place.

08 Scalable and future-ready

Easily adapt to market expansion, product diversification, or process changes. The system grows with your network—without adding layers of complexity.

How Grant Thornton Bharat can help

At Grant Thornton Bharat, we work with businesses to design and implement customised dealer management solutions that align with their operational needs and growth ambitions.

We leverage industry solution templates, bringing deep sector expertise, technology know-how, and a practical understanding of distribution-led businesses to help you streamline processes, improve dealer engagement, and drive measurable impact. From system selection and integration to training and post-implementation support, we partner with you at every step to ensure a smooth, scalable transformation.

Key features of our DMS solution include:

Dealer onboarding management
- End-to-end onboarding process for prospective dealers across multiple channels
- Includes screening and evaluations, KYC and documentation, ranking and scoring
- Supports dealer hierarchy, sales area mapping, inventory and logistics setup
- Onboarding checklist and automated dealer code generation

Procure to pay cycle
- Complete procure-to-pay cycle with visibility for both dealers and OEMs
- Covers indenting, order fulfilment, shipment tracking, invoicing, and payment tracking

Lead to cash cycle
- Lead tracking by dealer representatives with geo-coordinates and visit planning
- Includes lead nurturing and qualification, quote management, and multi-level approvals
- Manages order punching, billing, collections, and provides secondary sales insights to the OEM

Inventory management
- Warehouse, zone, and bin management
- Intra- and inter-stock transfer, cycle counts, and inventory adjustments
- Integrated with ERP for real-time inventory reflection and approvals management

Inspections management
- Dealer inspection scheduling with proactive triggers and customisable checklists
- 360-degree dealer view with recent sales and service history
- Photo capture and inspection site data logging, with alerts to stakeholders and reporting
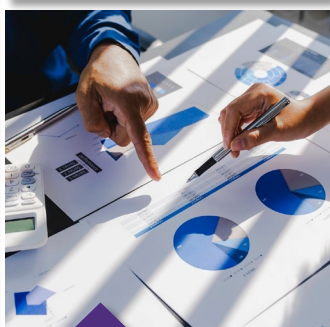
Incentive management
- Scheme creation and communication by dealer, region, product, or brand
- Automated incentive calculations, loyalty and royalty management
- Integration with ERP for approvals and payouts

Customer service management
- Query, request, and complaint management
- Auto-ticket routing and technician allocation
- Service scheduling, checklist, and completion tracking
- Knowledge base and feedback management with sentiment analysis
- Service billing, warranty, and AMC management
- Non-service product handling

Performance management
- Target setting for dealers and territories, with KPI progress tracking
- Real-time dashboards and reports comparing targets vs actuals

Dealer analytics

- Scorecards with sales and service KPIs
- Reports and dashboards on usage patterns, customer service, and dealer insights

AI-based insights

- AI-generated prompts and insights to support sales and service teams
- Smart recommendations based on real-time data

Comprehensive dealer and customer view

- Unified view of dealer data: leads, quotes, orders, invoices, assets, and contacts
- Customer profiles including secondary customers, visible to OEM for better coordination

ERP connectors

- Pre-built connectors for seamless integration with ERP systems like SAP, Oracle, and others
- Ensures data consistency and smooth cross-platform operations

Our capabilities across industries

Manufacturing

Solutions:

- Sales automation for original equipment manufacturer (OEM)/dealer
- Customer service for OEM/dealer
- Repair management
- Customer insights for OEM/dealer
- Distributor operations for dealers
- Tour planning for OEM

Benefits:

- Streamlined partner enrolment
- Optimised product distribution through authorised dealers
- Sales and pipeline forecasting
- Automated warranty and claims management
- Support for B2B, B2C, B2B2B, and B2B2C models
- Real-time sales performance reporting

Oil & Gas

Solutions:

- Sales automation for OEM/dealer
- Customer service for OEM/dealer
- Customer insights for OEM/dealer
- Distributor operations for dealers
- Tour planning for OEM/dealer
- Discount and incentive engine

Benefits:

- Secondary sales visibility to OEM
- Efficient tracking of dealer fuel inventory
- Hassle-free indenting by dealers to OEM
- Integrated delivery management
- Robust secondary billing management
- Tracking of dealer service level agreements, contracts, and renewals
- Automated dealer incentive scheme launches and payouts

Automobile

Solutions:

- Omnichannel customer engagement
- AI-powered follow-ups and next steps
- Enquiry-to-order transformation
- Strategic cross-sell and upsell
- Optimised service workflows
- Efficient delivery and fulfilment
- Claims, warranty, and inventory automation
- Customer-centric feedback and support

Benefits:

- Accelerated sales conversions
- Automated booking to payment management
- Enhanced customer engagement and loyalty
- Optimised service and delivery operations
- Improved customer satisfaction and brand trust

Consumer goods

Solutions:

- Sales automation for OEM/dealer
- Customer service for OEM/dealer
- Repair management
- Customer insights for OEM
- Distributor operations for dealers
- Tour planning for OEM

Benefits:

- Primary and secondary sales and distribution tracking
- Easy order punching and processing
- Automated and efficient scheme management
- Retailer and dealer performance analysis
- End-to-end dealer operations management

ITeS

Solutions:

- Sales automation for OEMs and dealers
- Customer service and repair management
- Distributor operations and tour planning
- Customer insights and segmentation for OEMs
- Sales and field service enablement for B2B and B2C
- Goal management and performance tracking for sales team

Benefits:

- End-to-end sales automation
- Empowered and agile field teams
- Smarter selling powered by AI-driven insights
- Omnichannel customer engagement
- Seamless self-service experience for customers
- Real-time goal tracking and performance visibility

Contact us

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