

36%**More revenue**

One month. About ₹1.5 crore.

8 to 9.9×**Inventory turns**

One month. 24% faster.

₹50 lakh**Working capital**

One month.

GOWELL INDUSTRIES

WhatsApp integrated end to end, increasing revenue 36% in a month.

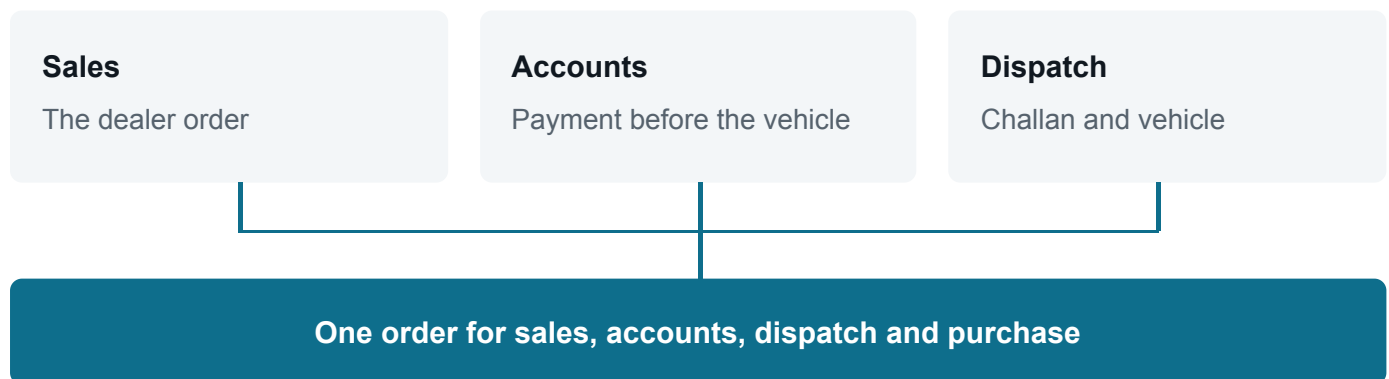
The day ran on WhatsApp. The dealer order, the stock, the payment, the challan and the vehicle were separate chats. Sales, accounts, dispatch and purchase now work from one order.

Each step waited on the last chat message.

A dealer asked in one group. Stock was typed in another. Sales confirmed the order in the chat. Accounts checked the payment somewhere else, and the vehicle did not leave until that check was done. Purchase had a separate chat for each supplier. A yes in one chat did not start the next step.

Neuron put the stock, the payment and the vehicle on the same order.

Sales sees the stock. Accounts sees the payment. Dispatch sees the challan. Purchase sees the same stock when it is time to buy. The vehicle leaves after the payment is checked.



The vehicle leaves after accounts has checked the payment. After 3 pm there is no dispatch.

What changed for an order.

Sales, accounts, dispatch and purchase follow one dealer order from the stock to the vehicle.

FINDING

Each step waited on the last message.

The order lived in WhatsApp. Someone had to read the last message and type the next one before stock, payment, or the vehicle could move.

ACTION

Run the day from the order.

The payment check, the challan, and dispatch run as one workflow. Purchase uses the same stock record.

RESULT

The vehicle follows the payment.

Sales, accounts, dispatch, and purchase see the same dealer order. Approval to send the vehicle follows the payment, without a retype.

Where each step lived

Step	Before	On the order
Stock	Typed in a chat	On the order
Payment	A separate check	Before the vehicle
Challan and vehicle	After someone retyped the yes	Follow the payment
Purchase	A chat per supplier	The same stock

The floor path is a daily stock message, sales confirming the order, accounts checking payment, then the challan, then the vehicle. Purchase is a separate chat for each supplier.

The day, on one order.

Stock is typed each day. Sales confirms, accounts checks the payment, then the challan, then the vehicle. After 3 pm there is no dispatch.

Gowell Industries. The before-state is the WhatsApp path on the floor: dealer orders, a daily stock message, a payment check before dispatch, and a separate purchase chat per supplier.