

CASE STUDY

CLASSIC TENDERS

Mumbai, India

OUTLINE OF TOPICS

WHAT WE'LL DISCUSS

About Company
Team
Project Overview
Pain Points
Solution
Results
Lets hear it from them
Project Timeline
Solution Look Over
Contact Us

ABOUT CTPL

INDIA'S #1 TENDER BIDDING CONSULTANT COMPANY

Classic Tenders Pvt Ltd (CTPL) is a professional Tender Information & Consultancy firm helping organisations identify, evaluate, and successfully participate in government and private tenders.

CTPL supports its clients throughout the tender lifecycle—from opportunity discovery and documentation to submission support and post-tender follow-ups. With a strong focus on accuracy, timeliness, and compliance, CTPL enables businesses to maximise their tender success rate.



PROJECT OVERVIEW

CTPL required a fully integrated digital platform to manage its internal operations and client-facing processes efficiently.

We partnered with CTPL to design and implement a custom business management solution comprising HRMS, CRM, Tender Management, Tender Consultancy Operations, and Client Management—all within a single unified system.

The solution was built to:

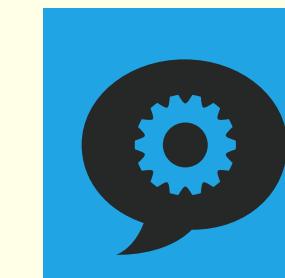
- Manage employees, roles, and operational productivity
- Capture and track sales inquiries and leads
- Convert leads into active clients and service engagements
- Manage end-to-end tender tracking and consultancy operations
- Provide complete visibility across clients, tenders, and internal teams

The platform eliminated operational silos and brought structure, transparency, and accountability across CTPL's business.

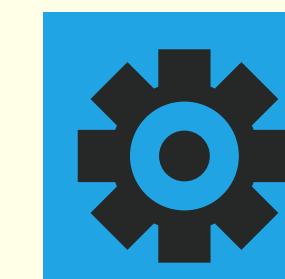
PAIN POINTS FOR CLASSIC TENDERS



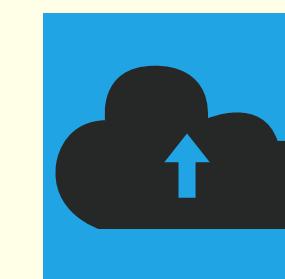
Disconnected systems for HR, Sales, and Tender Operations



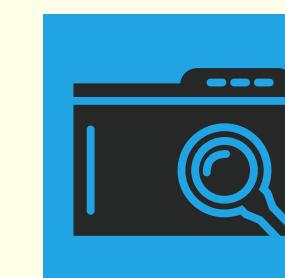
Manual tracking of tenders using spreadsheets and emails



Limited visibility into consultant workload and task status



Difficulty managing multiple client engagements in parallel

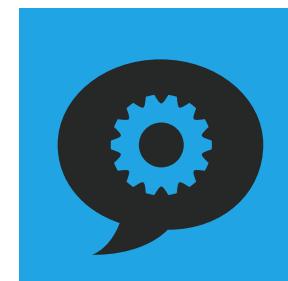


Operational dependency on individuals instead of processes

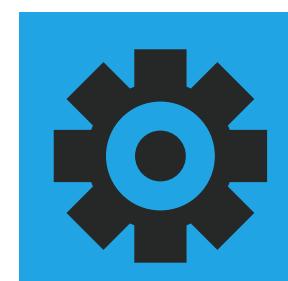
OUR SOLUTIONS FOR CLASSIC TENDERS



HRMS - Streamlined onboarding, role-based access, attendance, leave, task tracking, and accountability across operations and consultancy teams.



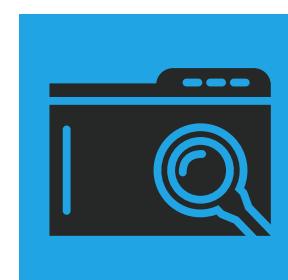
CRM - Centralized management converts inquiries to clients, tracks profiles, engagement history, and subscribed services efficiently centrally.



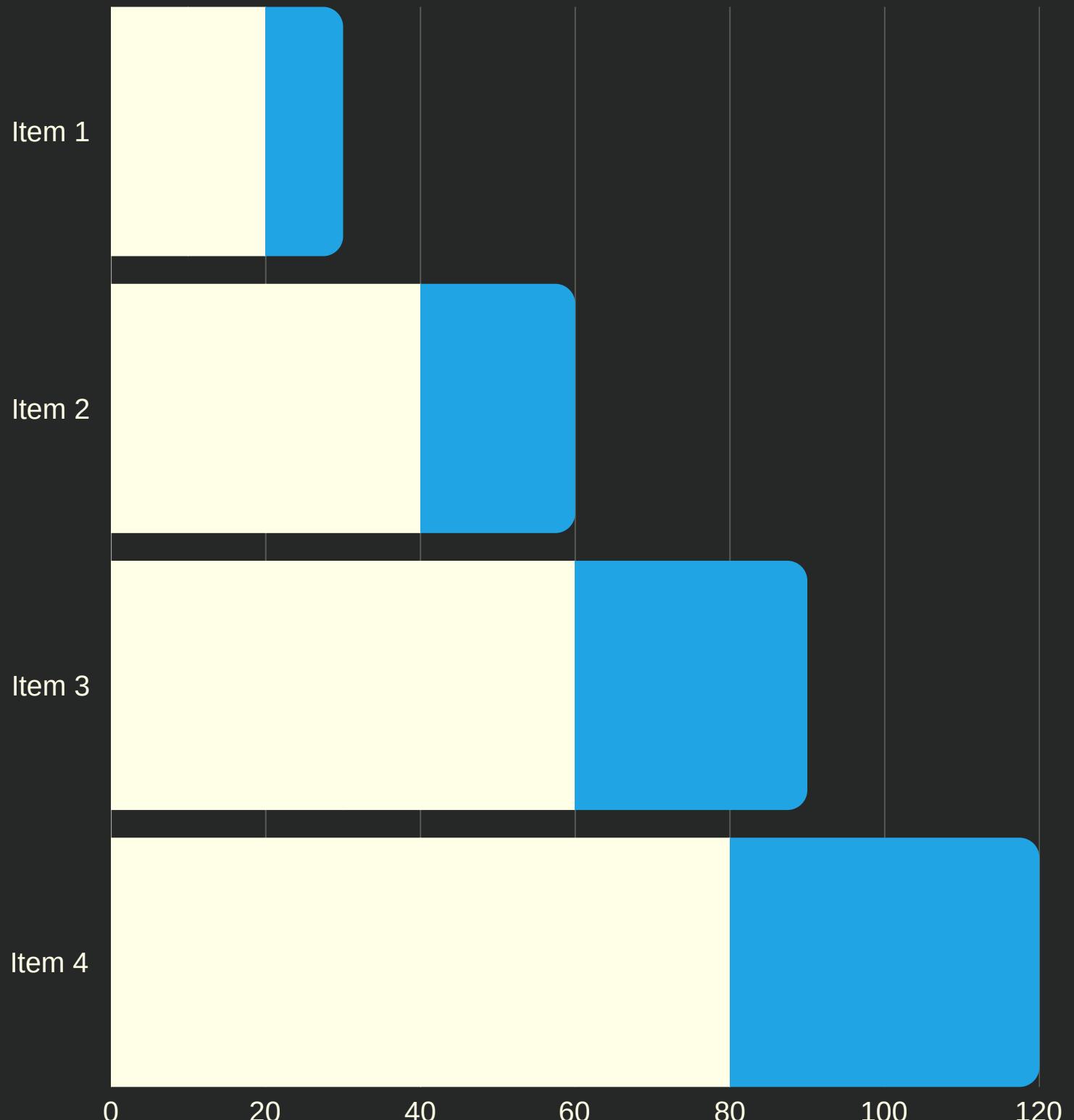
TENDER MANAGEMENT - Centralized tender repository with tagging, deadline alerts, compliance tracking, and end-to-end status monitoring.



TENDER CONSULTANCY - Allocate tender tasks to consultants, track operation workflow, manage approvals, and maintain detailed audit trails.



DASHBOARDS & REPORTING - Unified dashboard delivers real-time visibility, tender reports, consultant performance, and sales pipeline conversion insights client.



FACTS & FIGURES

- Centralized Tender Management System improved operational efficiency by **45%**.
- Automated Operation Workflow reduced processing time by **60%**.
- Client Login & Real-Time Tender Access increased client engagement by **40%**.

IMPROVED
CROSS-
DEPARTMENT
VISIBILITY AND
CONTROL.

REPORTING AND
ANALYTICS
ENHANCED
DECISION-
MAKING.

LETS HEAR IT FROM THEM

“The custom-built ERP has completely transformed how CTPL operates. From tender management and consultancy workflows to HRMS, CRM, and client access, everything is now seamlessly integrated on a single platform. This ERP has become a core pillar of our business growth.”

Director - Pravesh Singh

CLASSIC TENDERS TIMELINE

A 24-MONTH JOURNEY



Solution Look Over

HEAD OFFICE
01/04/2023 - 31/03/2024

3:19 PM

Neel Patel

Bid Management
Operations • Bid Management • Bid Management Documents

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Company Manager

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Phone No. +91 90234 54671
Email ID tonya@gmail.com

Birthday 12 Dec 1993
Address A-201, 1558 Union Ave, Memnagar, Ahmedabad-380001, Gujarat, Ahmedabad
Gender Male
Branch Head Office
Report To Chakravarti Singh Chouhan
LinkedIn [@rajesh-prajapati-designer](https://www.linkedin.com/in/rajesh-prajapati-designer)

06 Jan 2023
Applied Date

Financial
Work Status

In Progress
Process Status

STAGE I Short Summary **STAGE II** Upload Documents **STAGE III** Document Evaluation **STAGE IV** Bidding Preparation **STAGE V** Bid Submission

Basic Details

| | |
|----------------------------|-----------------------|
| Departement/Ministry Name | Govermant of Ministry |
| Division/Organisation Name | Classic Tenders |
| Tender Ref/No | TEND39086545 |
| Tender ID | TID000987654 |

My Desk

Infrastructure

HRMS

HR Old

Finance

Operations

Subscription

Inventory

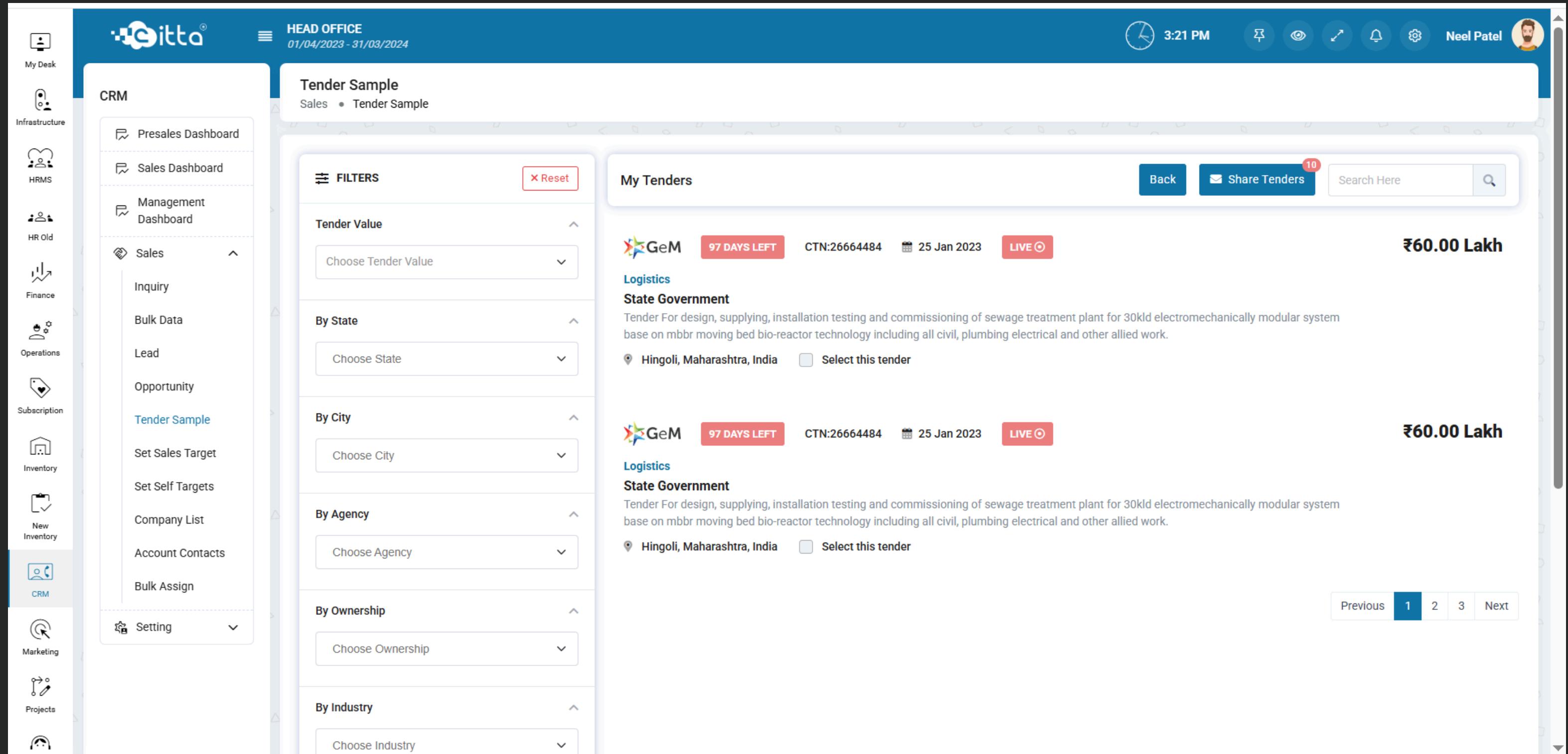
New Inventory

CRM

Marketing

Projects

Solution Look Over



CRM

Tender Sample
Sales • Tender Sample

FILTERS

My Tenders

Logistics
State Government
Tender For design, supplying, installation testing and commissioning of sewage treatment plant for 30kld electromechanically modular system base on mbbr moving bed bio-reactor technology including all civil, plumbing electrical and other allied work.
Hingoli, Maharashtra, India Select this tender

₹60.00 Lakh

Logistics
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Previous **1** 2 3 Next

Solution Look Over

HEAD OFFICE
01/04/2023 - 31/03/2024

3:22 PM

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CRM

Lead Sales • Lead

Search By No, Date, Source, Lead S

Presales Dashboard

Sales Dashboard

Management Dashboard

Sales

Inquiry

Bulk Data

Lead

Opportunity

Tender Sample

Set Sales Target

Set Self Targets

Company List

Account Contacts

Bulk Assign

Setting

NAME COMPANY PHONE LEAD STATUS LEAD SOURCE LEAD CREATED LEAD OWNER ACTIVITY ACTION

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Solution Look Over

CRM Dashboard - Neel Patel

Last Login -

HEAD OFFICE
01/04/2023 - 31/03/2024

3:23 PM

Neel Patel

My Desk

Infrastructure

HRMS

HR Old

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New Inventory

CRM

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CRM Dashboard - Neel Patel

Lead Conversion Ratio
It measures the rate at which employees leave an organization over a specific time period.
48%

Lead by Status
Success: 44, Inprogress: 55, Closed: 13

Lead by Priority
High Priority: 44, Medium Priority: 55, Low Priority: 13

Inquiry: 65.76% (▲ 25.76%)
This Month: 74, Last Month: 40

Leads: 56.11% (▲ 16.11%)
This Month: 74, Last Month: 40

Opportunity: 13.34% (▼ 13.34%)
This Month: 74, Last Month: 40

Total Calls: 325 (▲ 28% Last Month)
Daily Avg. Calls: 56 (▼ 9% Last Month)

Avg. Response Time: 02.35 Mins (▼ 0.32 Mins)

Avg. Call Time: 04.06 Mins (▲ 0.26 Mins)

Follow ups Missed: 34 (▲ 16% Last Month)

Lead Lost: 12 (▼ 4% Last Month)

Today's Summary

- Unattained Inquiry: 56
- Tasks: 18
- Follow-ups: 81
- Carry Forwarded: 30
- Unapproached Data: 42
- Pending Follow ups: 12
- Follow ups Overdue: 15

Pre-Sales Summary

Total Inquiry: 600 (Bar chart)

Total Leads Converted: 80 (Line chart)

Total Calls: 50 (Bar chart)

CONTACT US

FOR QUESTIONS, COMMENTS, AND MORE INFO

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