

CASE STUDY

**END-TO-END IN-STORE
RETAIL PROGRAM RESULTS IN
PRODUCTIVITY, COMPLIANCE
& SALES IMPROVEMENT**



CLIENTS

A leading global technology company
specializing in Internet-related
services and products



OBJECTIVES

- Drive end to end sell out program through an effective promoter management.
- Drive POSM deployment & merchandising compliance to maintain in-store brand visibility.
- Maintain training compliance through regular training & upskilling of sales team.
- Reporting compliance and dashboards



PROGRAM REACH

550+ stores across **52** cities pan India





CHALLENGES AND SOLUTIONS

CHALLENGE 1

Lack of stock visibility across channel and sales loss due to channel inefficiencies.



SOLUTION:

- Real-time automated dashboards with built in analytics to maintain & update stock data across all channels.
- Mechanisms to provide flag offs to all stakeholders along with defined escalation metrics and minimize low inventory instances.



CHALLENGE 2

Continuous resource upskilling was required.



SOLUTION:

- Coordinated promoter evaluation using sales & non-sales parameters to derive real time scorecards.
- Customized training to maintain top category promoters' count.



CHALLENGE 3

Promoter attrition & top talent retention.



SOLUTION:

- Conducted certification and 8-week upskilling program for top 10% performers.
- Quarterly training events and R&R for top performers.
- Created talent pool for internal growth and higher role opportunities.
- Organized need based & customized training for performance outliers.





PROGRAM EXECUTION PILLARS

1st Pillar

Field Force

(Deployment & Sell Out Management)

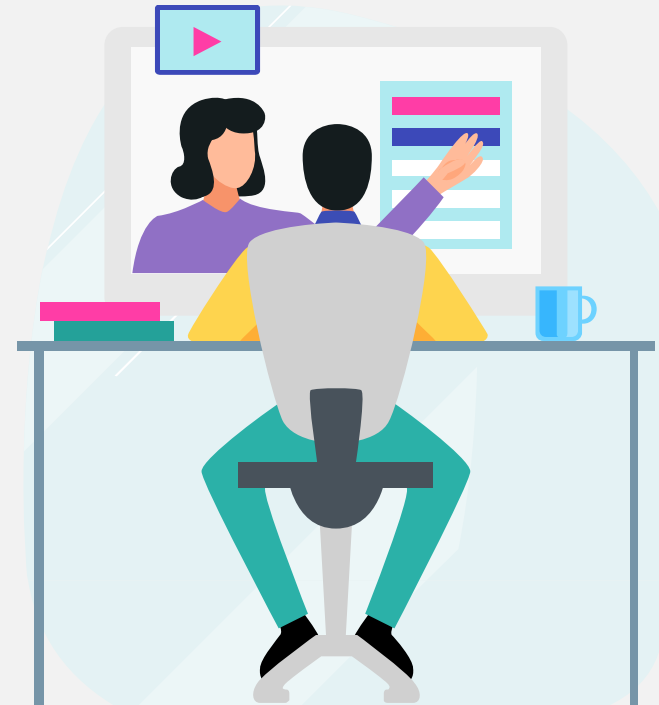


- Hired & deployed 600+ promoters & 50+ supervisory team to provide product demonstration leading to a delightful customer experience as per the brand guidelines.
- Managed the end-to-end sell-out program for all products.
- Managed performance to drive daily/weekly/monthly sales and facilitate sell out by maintaining a rigorous review cadence and issue resolution.
- Managed relationships with all channel & client stakeholders to drive their sales and marketing objectives.

2nd Pillar

Training Effectiveness

- Trained & upskilled the field force team.
- Upskilled 600+ promoters; 500+ sales staff of large format retails through classroom training, on-the-job training (OJT) and remote trainings.
- Skillset mapping, SWOT, focus training & monthly evaluation of promoters thereby maintaining training compliance scores.



3rd Pillar

Visual Merchandising



- Deployed 45 VMs for weekly visits for undertaking POSM Replenishment & retail hygiene compliance activities.
- 70+ resources deployed for Offer based POSM deployment in 870 focused stores as per the TAT of 1 day.
- Leveraged retail excellence solution to capture the real-time information.

4th Pillar

Technology Leverage

- Leveraged Denave's proprietary technology platform DenSales for collecting and maintaining data including sales/retail KPIs, operational hygiene, market intelligence on competition/ products, voice of customers & promotional offers.



5th Pillar

BI & Analytics



- Deployed a technology led operational management through Sales Force Automation (SFA) and share real-time MIS reports & analytics.
- Captured on-ground market insights through a dedicated BI & Analytics engine.
- Provided a real time dashboard on sales performance, hygiene management to understand what is working/not working well and give actionable insights for the decision support system.

IMPACT

- Increased in-store productivity by **34% YoY** & achieved same store sales growth by **67.2% YoY**.
- Training effectiveness measured by third party Mystery Auditors increased from **68%** to **86%**.
- More than **85%** of promoters in A+/A category.
- Real-time issue management (visual merchandising & in-store promoter) helped increase the merchandising compliance score from **75%** to **93%**.





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