

Sales Force Automation: The Key to Philips' Success in UAE, Saudi Arabia, Qatar & Kuwait

A complete solution for your business!

PHILIPS

As Phillips was aggressively penetrating into different Middle East countries, they were in need of a centralized solution to get a real-time visibility of what's happening at the stores. In order to achieve the desired growth, it was particularly important for them to track promoter discipline, daily sales, out-of-stock SKUs and own share-of-shelf compared against competition. And most importantly they wanted one standardized solution for all four countries – Saudi Arabia, Qatar, Kuwait and UAE and a highly interactive dashboard which will enable them to take quick actions.



Attendance Management



Order Management



Journey Planning

APPROACH

Multi-country implementations are always challenging and bring in additional complexities. However, flexible workflow and numerous configuration options available in 1Channel gave us the confidence to take up the challenge. Some of the key steps taken to meet the client's end objective are as follows:

- Held multiple meetings with key stakeholders of different countries to understand their pain areas.
- Implementing geo-tagged and time-stamped attendance features to track promoter discipline.
- Rolling out an easy and intuitive sales reporting workflow to capture units sold for each SKU along with unit price.
- Weekly stock reporting of focused SKUs to flash out a report of out-of-stock SKUs.
- Customized workflow to capture count open and shelf display of not only Philips products but also of its competition.
- Developing an interactive dashboard to get a quick snapshot of promoter performance, monthly sales trends across different product categories, month-on-month average selling price and percentage share of shelf.
- A dedicated support team to ensure quick resolution of any queries coming from any of the countries.

OUTCOME

The customized 1Channel implementation successfully fulfilled the requirements of the clients and helped the client gain complete store-level visibility from all four countries – Saudi Arabia, Qatar, Kuwait and UAE. The key highlights are as follows:

- Significant improvement in promoter discipline and hygiene
- Automation of a lot of daily tasks of the promoters freeing them up to focus more on sales
- Managers focusing more on course correction and strategic decisions rather than collating data over WhatsApp or E-mail
- Quick replenishment of stock based on out-of-stock and share-of-shelf data
- An all-important dashboard enabling key stakeholders to make important decisions