



Customer Stories

How Our Client Saw 80% More Operational Efficiency With Our Mobile App

Client

As one of the multinational tobacco manufacturing company, our client was responsible for Turkey's national distribution and sales of brands.

They establish a strong presence in the Turkish cigarette and tobacco market with a vast distribution network in 81 cities.



Their Challenges

Before adopting our solutions, their field executives have difficulties in gathering essential information for strategic decisions.

The operational process was challenging with a heavy manual workload. Also, reporting became a big deal for sales reps because of the unconnected information.

That is how our client decided to get benefit from an all-in-one platform to boost their execution capabilities!

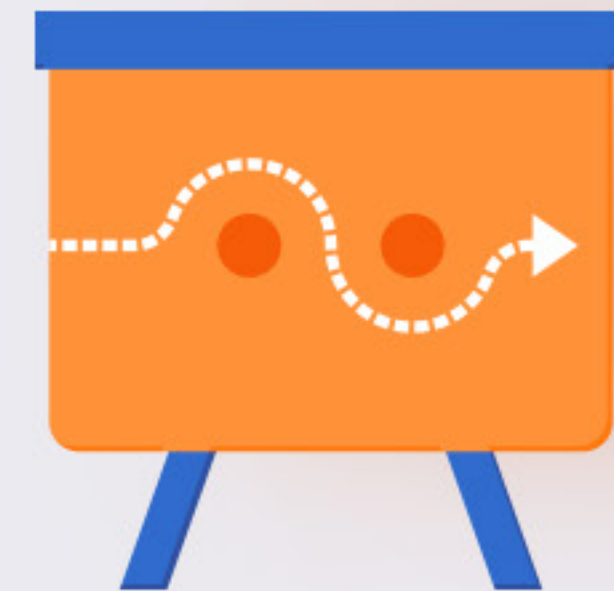


Our Solution

We developed a Custom IOS App to provide a 360 scale process in digitalization! Our solution offered a complete digitalization in trade marketing with perfect field execution.

Their team has no more concerns on route monitoring and validation of activity completion in the POS to complete dashboards.

Our solution helped the field executives to collect data, keep it neatly organized and easily retrieve necessary information in real-time!



Some of the activities provided through the app can be summarized as below:

- Share of the Market
- Sales Segments
- Product Families
- 2 Years of Historical Data (monthly-weekly)
- OOS & Follow Ups
- TOP SKUs
- Consumer Profiling
- CRM Data
- Route Planning & Management
- Activity Management
- Trade Program Management
- POS Management
- AI-based Analytics and Notifications on Risks for Product Losing Sales
- Compliance Check
- Point Profitability
- Predictive Analysis for Visit Efficiency



The Results

Proved with ultimate success



Our client saw an increase in visibility into field execution performance in a rapid, cost-effective way through digitalization.

They gained insights into their merchandising performance across 143,000 sales outlets. Also, executive teams now can view execution gaps and develop clear and targeted store visit plans for reps and managers.

Some of the key results has been observed as below:

400 % Increase in unit sales of key SKUs

85 % Decrease in field auditing time

80 % Increase in operational efficiency

THANKS FOR YOUR TIME
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