



CASE STUDY

Company Background

A Nigerian snacks and beverage company came to Tanaashi in order to improve their sales force management and efficiency...

₦24 Bn+
Turnover



The Challenge

Enhancing the sales and fleet management processes in order to:

 *Get visibility of salesmen productivity*

 *Gain insights into salesmen movement*

 *Create a central and comprehensive vehicle data repository*

 *Acquire real-time view of sales made at outlets*

 *Generate insights into the use of sales vehicles*

The Solution

Tanaashi came up with Sales Tracker – a sales capturing tool with comprehensive range of features ready to take on the challenge...

Time spent in a call: Helps the sales reps to properly schedule their time to achieve the targets by tracking time spent/store

Van Sales Rep Stock Balance: reconciles the quantity of products available in a sales rep's van vs quantity sold



Shipping Drop: Identifies the store that have purchase and the value of purchase

SKU Report: Gauge the performance of each SKU in quantity as well as value



Sales Tracking: Allows one to keep tabs on the volume and value of sales done

Coverage Tracking: Tracks the number of stores covered by a sales rep and the coverage productivity



Location Tracking: Helps to keep track of the sales rep's journey plan and number of stores visited

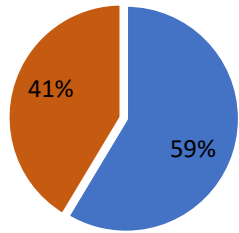
New Product Development Tracker: Shows the distribution of new products and the number of stores/customers purchasing the new product



Sales Tracker Impact

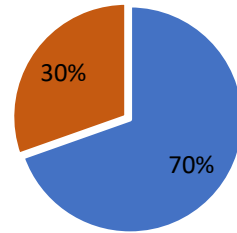
Significant increase in the coverage and secondary sales observed within a month of implementation

Tentative coverage before Sales Tracker



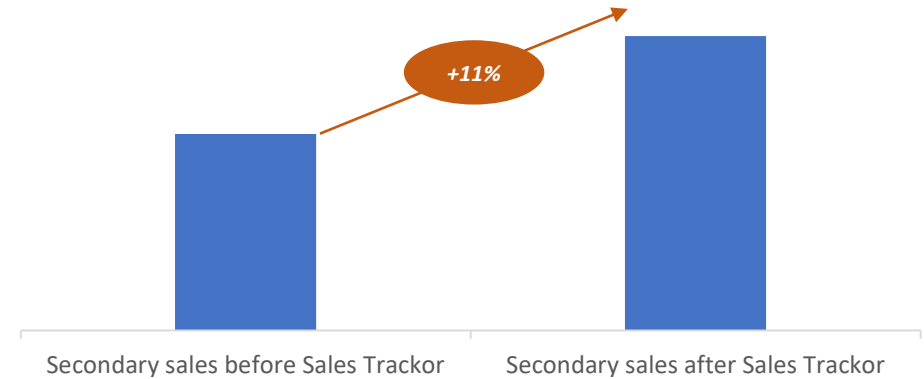
■ Stores Covered ■ Stores Remaining

Coverage after Sales Tracker

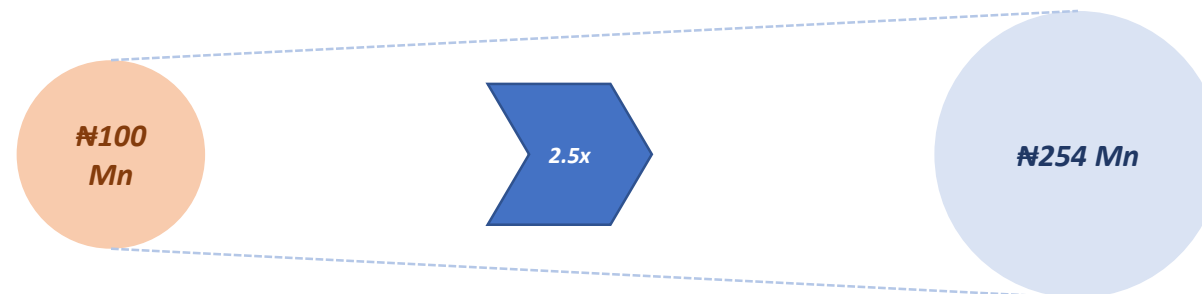


■ Stores Covered ■ Stores Remaining

Immediate impact on secondary sales



Sales Tracker playing an imperative role in raising the revenue more than two-folds within a year



Average quarterly revenue before Sales Tracker

Average quarterly revenue after Sales Tracker



The support of our clients and continuous efforts has helped us achieve the milestone.

Looking Forward for Your Support

Ayush Agarwal

+91-9810191608, ayush@tanaashi.in