

**5 WAYS**

TO RETHINK YOUR

**Business Continuity**   
in the 2<sup>nd</sup> COVID wave



# Introduction



What a year 2020 was! After spending almost half the year in lockdown, battling the pandemic and ensuring a continuous supply of essential services and commodities, everybody in the FMCG industry- and the entire nation- was looking forward to starting the new year afresh. Looking at the healthy 8% growth in traditional sales in the December quarter of 2020, a Nielsen report predicted a strong first-quarter comeback for the country's FMCG and consumer goods industry. And the industry didn't disappoint. **According to Nielsen, the Indian FMCG industry grew 9.4% in the January-March quarter of 2021, supported by consumption-led growth and value expansion from higher prices, particularly for staples**

So when the second COVID wave suddenly came crashing, it caught us all by surprise- not because it happened, but because no one anticipated how rapidly it would turn into a veritable tsunami. Commerce again took a hit, but this time, the experience and learnings from last year helped the FMCG industry get back on its feet much faster. What was also different this year is the larger emphasis that companies placed on employee health and safety while exploring innovative methods of business continuity.

---

# What did we learn in 2020?

- 1 Driving digital transformation to manage your field sales
- 2 Ramping up production for optimal inventory across multiple touchpoints
- 3 Ensuring inventory spaces close to demand centres
- 4 Keeping a watch on consumer behaviour and demand
- 5 Focusing on cash & cost so that the entire value chain keep rolling.



*Industry Expert:*

**Mr Arvind Mediratta**  
Chairperson, FCCI (Retail)

“ We've absorbed what we learnt last year from disruption in supply chain and evolving consumer behaviour. We're now better equipped to ensure enough stock availability, especially at the kiranas.

# What are the challenges facing us today?

Today, the challenges we face are unique and our insecurities aggravated. Every step we take should be well thought, carefully planned and perfectly implemented.

1.



How to maintain business continuity while ensuring safety for all our people?

2.



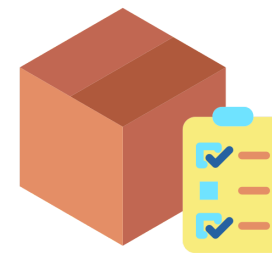
How to get ground-level market visibility during complete and partial lockdowns?

3.



How to drive engagement and be in continuous touch with our retailers and distributors?

4.



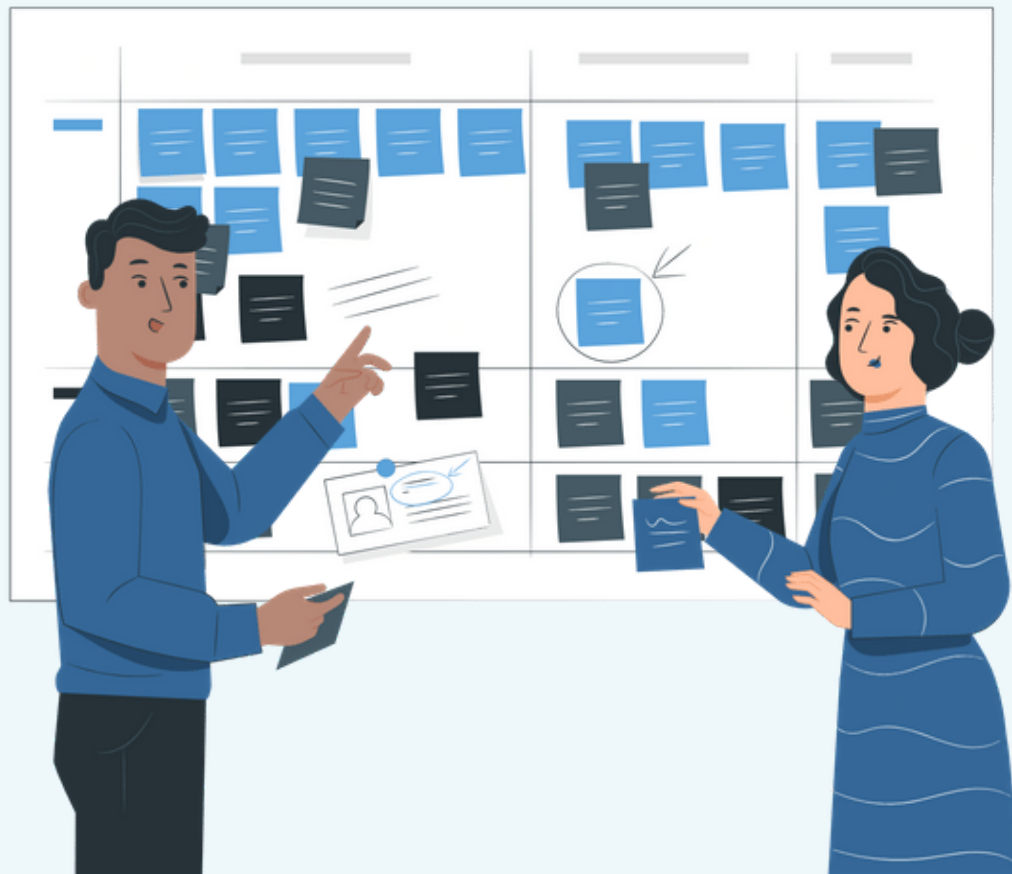
How to ensure product availability across target markets and cities?

5.



How to identify the top-selling outlets and deliver their orders on time?

# 5 Imperatives to rethink CPG Businesses in the Second Wave



## Recalibrate WFH for your teams

With the right platforms, enable effective work-from-home options for your teams.

---

## Tracking at a transformational level

Tracking the team's progress to simultaneously drive discipline and gain revenue with deep analytics.

---

## Become Omnipresent for your Retailer

Now is the time to reach your retailer and distributors on time so that your business continues across channels.

---

## Turbocharge delivery with Surveys

With on-demand surveys, know what's happening in every geography at ground level to align product deliveries.

---

## Always make it about the Reach

Maintain and optimize your beats to have maximum coverage.

# As we distilled the broader challenges into 5 simple questions, the answers emerged themselves.

In such dynamic market conditions, brands could benefit from considering these 5 imperatives that can help reimagine the sales approach. The last two may be familiar to brands like yours, so the change will be to accelerate progress. The first three are some additional strategies and efforts that could prove to be a game-changer in the current situation for your business.

The recipe will vary for every business, so as a Sales Head, you will need to review these imperatives based on your company's business strategy & the approach that fits best with your brand's DNA.



**Mr Nikhil Patwari**

Product Head, **FieldAssist**

“ CPG is a very dynamic industry, requiring companies to continuously innovate to implement successful GTM strategies and win the market. In the lockdown of 2020, though all the customers we interviewed unanimously wanted to focus on Product Assortment and Market Reach, each wanted to do things differently. So we developed these 2 capabilities within one month, building in flexibility within these features so our customers could quickly pivot their GTM strategy and increase their Top Line. That's what we love doing at FieldAssist - creating scalable technology solutions that solve business problems effectively. ”

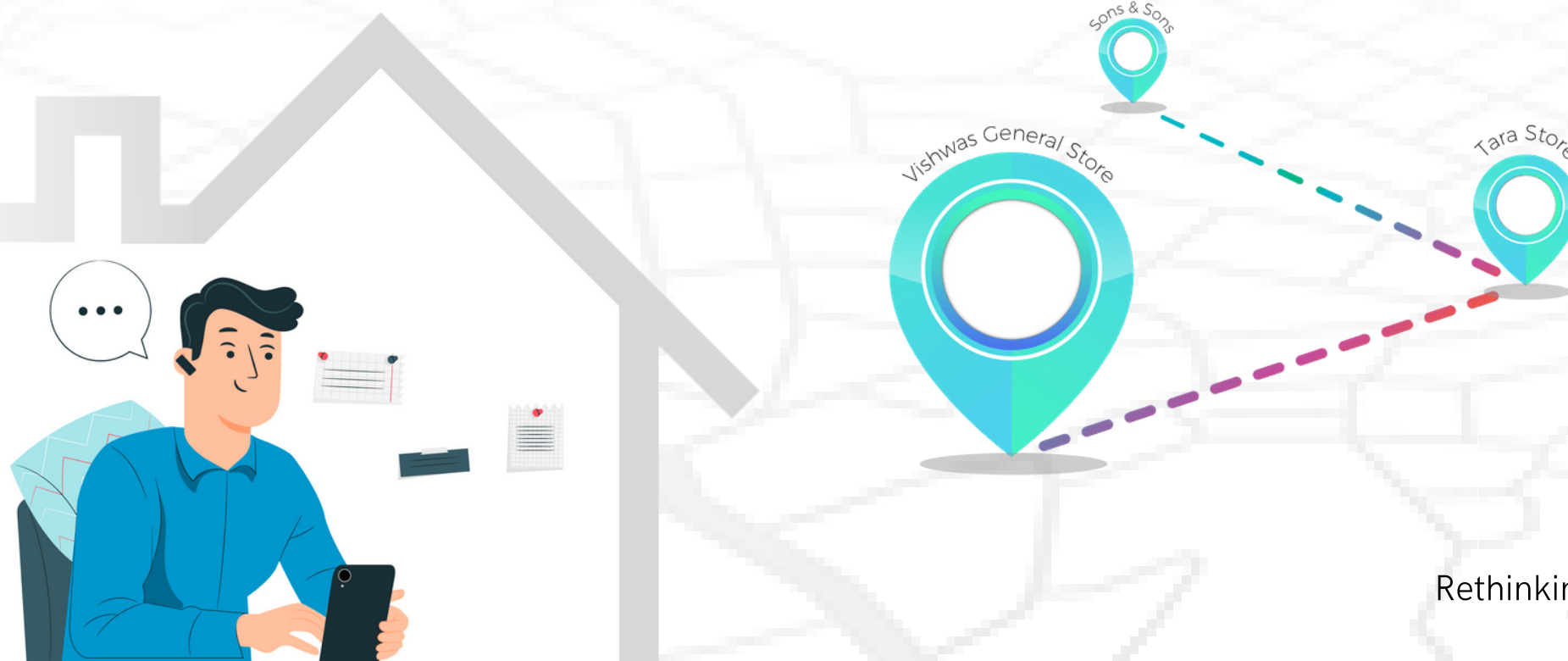
# Recalibrate work from home for your teams with Contactless SFA

Make your sales team's families your biggest fans. A Sales Rep can work from the safety of his home and use the Telephonic Order module to punch in orders from any retailer (assigned to him) irrespective of the beat he has for that day.

—  
Redesigned UI helps taking orders in less than 4 min while sitting at home

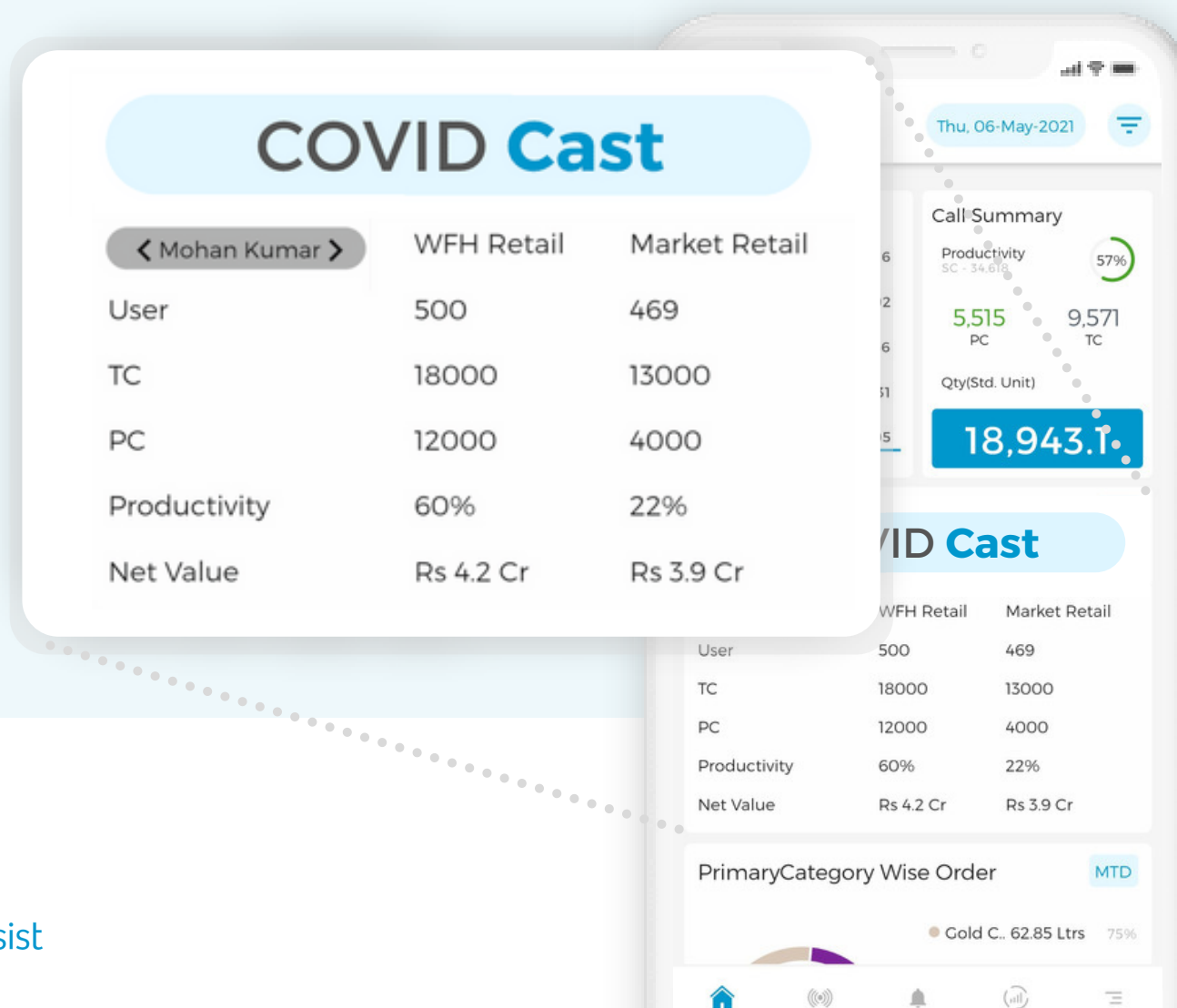
—  
Reach your retailers and distributors with direct Whatsapp integration

—  
Higher visibility of individual productivity with Call Log tracking



# Take your tracking from fundamental to transformational with COVID Cast Analytics

Get a single snapshot view of WFH productivity of your sales team as compared to actual retailing hours with COVID Cast dashboard.



*“ Data should chase us, not the other way round. FieldAssist has been really helpful during COVID to get us the right data to make decisions. ”*



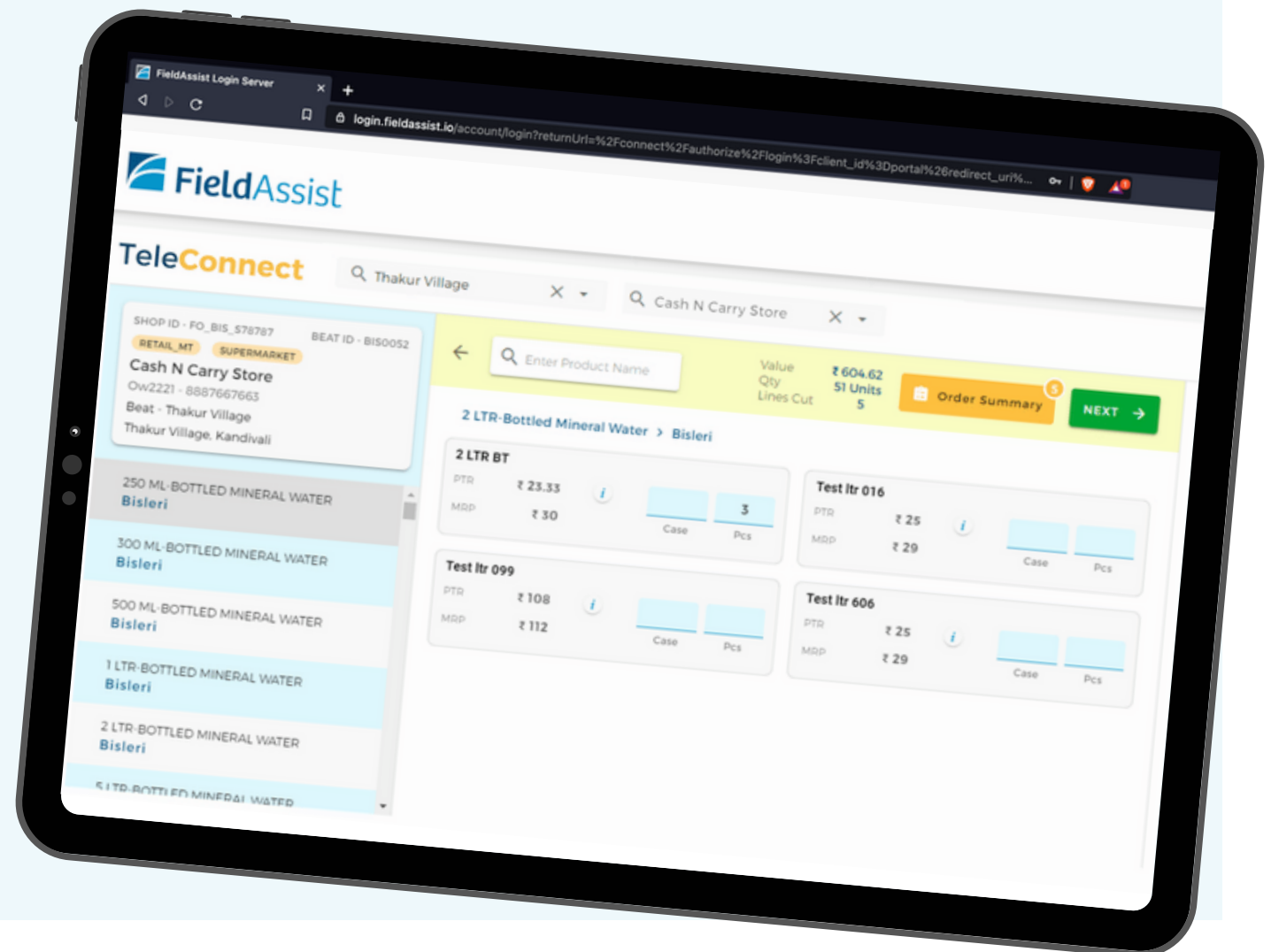
**Mr Sudeep Goenka**  
Director,  
Goldiee Group



# Omnipresent for Retailers with FA TeleConnect

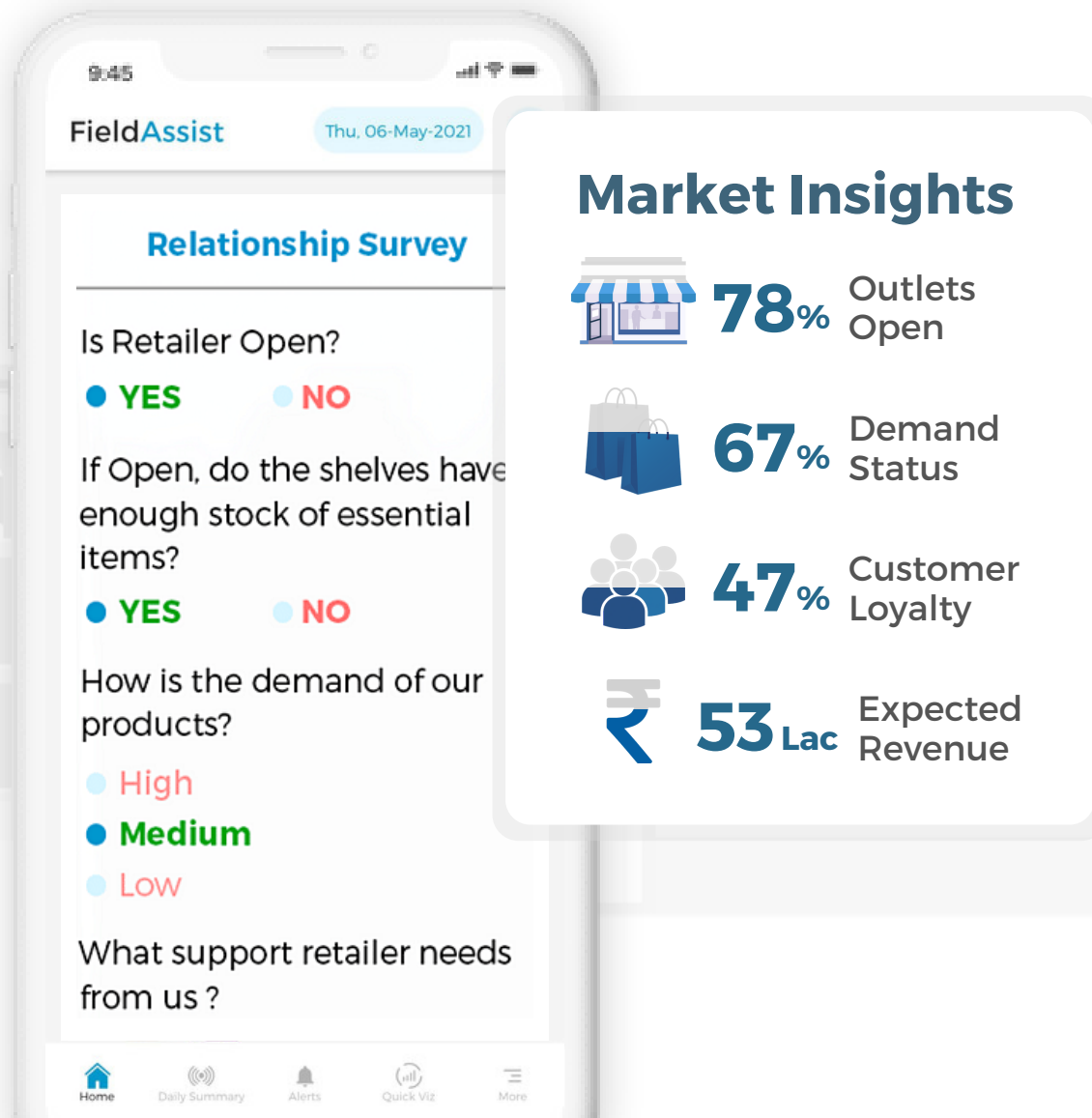
Your retailers will always choose the brand that provides ease, availability and richness of end to end experience. TeleConnect, our web-based telecalling feature will help you reach your retailers when your sales teams can't reach.

- Take orders directly from the Retailers which your Sales Reps missed out
- Your Retailers can connect directly with the telecalling team to place their orders
- Add new Retailers to your master list, in any beat, anytime and from anywhere.
- Get a smart and comprehensive view of every single Outlet in your master, to make order booking easier and faster
- Pre-integrated with FieldAssist SFA to give a holistic picture of the overall sales
- Directly connect with Distributors to ensure on-time delivery every time



# Turbocharge your delivery with Market Pulse Surveys

With the help of market pulse surveys, get visibility on demand patterns, competitor activities, which retailer is taking orders etc. to strengthen your relationship with retailers and maintain business continuity.



# This time (and all the time), make it about the **Reach**

Maintain and optimize your beats by identifying right outlets using Beat-o-Meter to have maximum coverage in the market.



[Watch Beat-o-Meter Video](#)

“ Once we listed all our outlets on FieldAssist, we got an in-depth view of outlet level data in real-time, which further helped us identify and activate even dormant outlets. With actionable insights from their dashboard, our sales managers now have better control over the day-to-day business.



**Mr Varun Das**

Head of Sales, **Wipro Yardley**

# #LetsWinTogether

“ In April 2021, we introduced Work-from-Home features in our SFA App. Since then, I’ve been personally speaking to many of our clients, including the ones who used these features last year to assess if these WFH capabilities have made any difference to their business. I am so happy to share that we have seen an increase in Salesman Productivity by almost 35-38% and Outlet Reach by 30% for our clients



**Mr Chitransh Jain**  
AVP Customer Success,  
FieldAssist

## 50,000+ CPG Salesmen up & running with Contactless SFA



# India's leading Consumer Brands rely on our solutions to make meaningful decisions every day





# Take Control of your Growth

Learn More