

Bisleri Iconic Growth

India's most trusted brand enhanced its outlet coverage by leveraging on - field data intelligence



What makes Bisleri stand apart?

With a legacy of over 50 years Bisleri is one of the most trusted brands in India and the market leader in packaged drinking mineral water

50 Years
of Legacy



135
Operational
plants

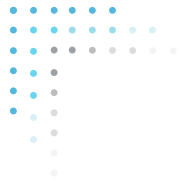


4500
Distributors



1200+
Sales Team





Problem Statement

Despite having the largest distribution network, the sales teams had no visibility on the outlet covered across geographies along with the SKUs covered per outlet. The on-field data for middle managers along with their daily sales summary was difficult to track.

Even after deploying the sales automation solution, it demanded a lot of manual intervention. Leaving the teams high and dry without any real-time insights to take quick and meaningful decisions.

No Real-time visibility on Outlet coverage and SKUs per outlet

High error rate with manual demand repositories

Lack of adoption because of complex Sales automation solution





The Wishlist



To develop a robust and scalable sales automation platform



To make faster decisions with real-time sales intelligence



Speedy implementation and efficient change management



How did FieldAssist address the problems

With successful pre-defined parameters, a phase-wise implementation along with regular reviews with the top management was conducted.

Improved Brand Visibility

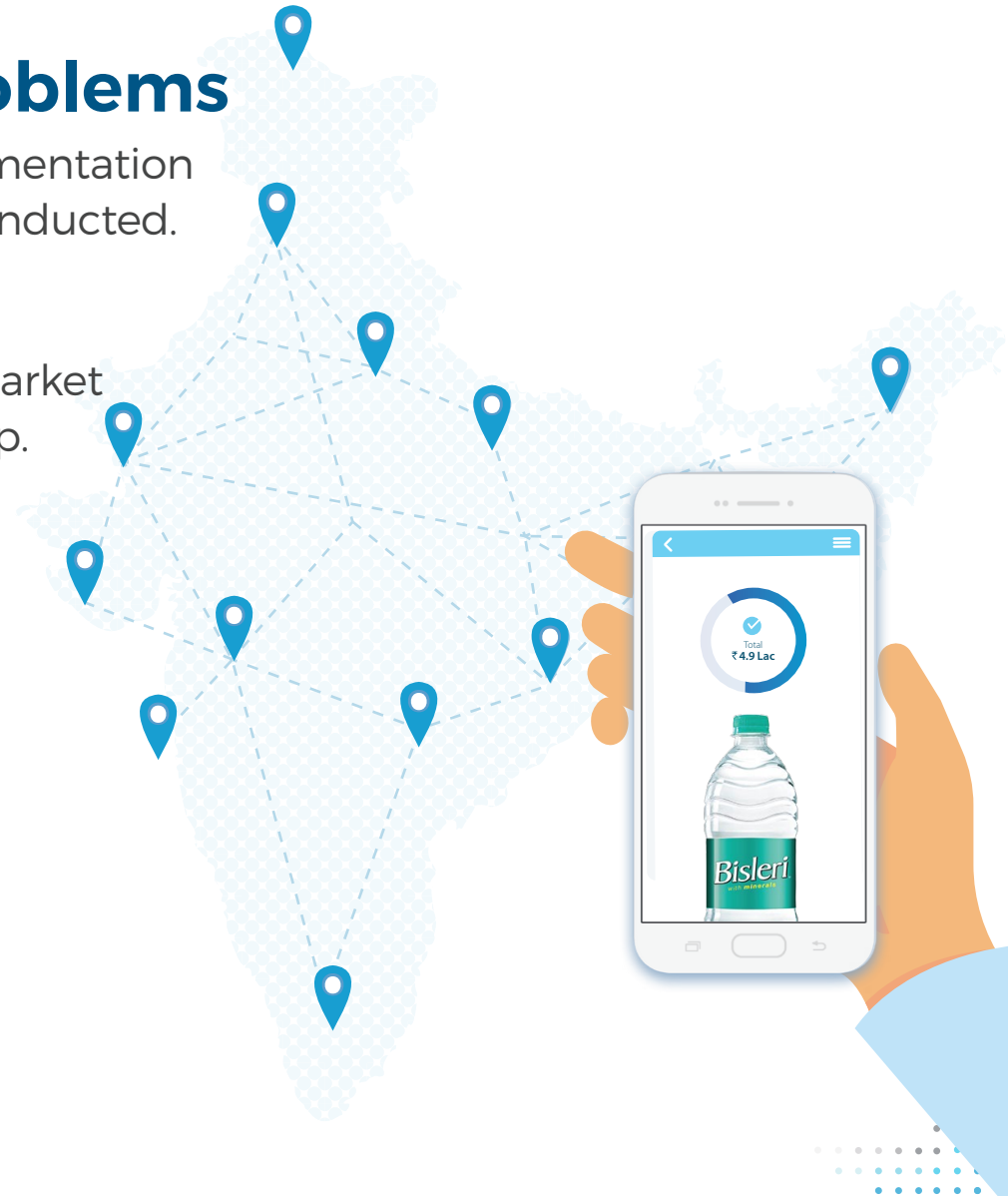
Focused on Increasing brand visibility and presence in the market by leveraging the data points captured in the FA working App.

3.5 Lacs Outlets Mapped

Enhanced outlet coverage by harnessing the power of intelligent data analytics and reporting mechanism for managers through FA analytics App.

Effective Change Management

More than 30 product trainings were provided to the sales team by multilingual and highly proficient trainers to drive change management and ensure 100% adoption.



Bisleri tracked multiple sales data-points through FieldAssist's flexible reporting

- Identified and tracked KPIs essential to enhance overall sales efficiency
- Sales Volume per Outlet and Drop Size
- Frequency of Purchase & Lines Sold per Productive Call
- Outlet Churn Summary (Lost Outlets & Added Outlets)
- Category wise Outlets Performance (Growth & De-Growth)

With the help of **FA analytics app**, managers were updated with smart alerts, real-time market intelligence and on-the-go performance reports of their sales team





Ashwani Kumar
IT HEAD

Bisleri



When we on-boarded FieldAssist, we wanted to have visibility on our sales teams, especially for managers, to be provided with real-time insights from the field. We are delighted to say that FieldAssist's sales automation has given us what we were looking for. They have helped us by providing seamless tracking of outlet visits, effectively traced our distribution spread by SKU's across channels, and enabled multiple teams, for fast and easy product availability.

Thank you for providing us with hindsight, insight, and a foresight view of the market and helping us stand apart in what we do.



India's leading FMCG companies rely on our solutions to make meaningful decisions every day



Field App



Retailer App



FA Analytics App



Distributor App



Allow us to transform your sales today

Please do!