Bringing health & wellness to the Indian Consumers

How Danone India established its footprints in Indian health and wellness market by leveraging the power of sales automation

Danone's story

Danone India, a leading multi-local food and beverage company, operating worldwide through four business lines in Dairy & plant-based products, water, early life nutrition and advanced nutrition, is reaching millions of consumers across geographies, with brands such as Aptamil, Farex, Protinex, Dexolac, Neocate and Nusobee.

A Fortune **500** Company

Present in **120** Countries

A **100**- year-old company with headquarters in France

775+ On-field Reps across India

Global Market Leaders in **Healthy Food Production**

The Goal

Danone India was looking to offer nutritious and balanced food products that taste good and deliver a health benefit to a large and diversified market in India.

The Wishlist

To reach across Indian markets and outlets.

Have an effective sales team with data-driven decision making .

The hurdle

Their **Regional Sales heads** wanted to expand its reach by leveraging both General and Modern trade channels. However, with fragmented and no real-time data, it was challenging to track the progress in a complex distribution market like India

It was a mammoth task for the **MIS teams** to accumulate data from multiple platforms likespreadsheets, BI tools, current Current SFA software, and provide a quick and actual snapshot of on-ground activities to reach monthly targets.

There was no visibility for the **sales managers** on the outlet and SKUs wise sales performance to standardize incentives for their sales representatives.

No real-time and quick data availability
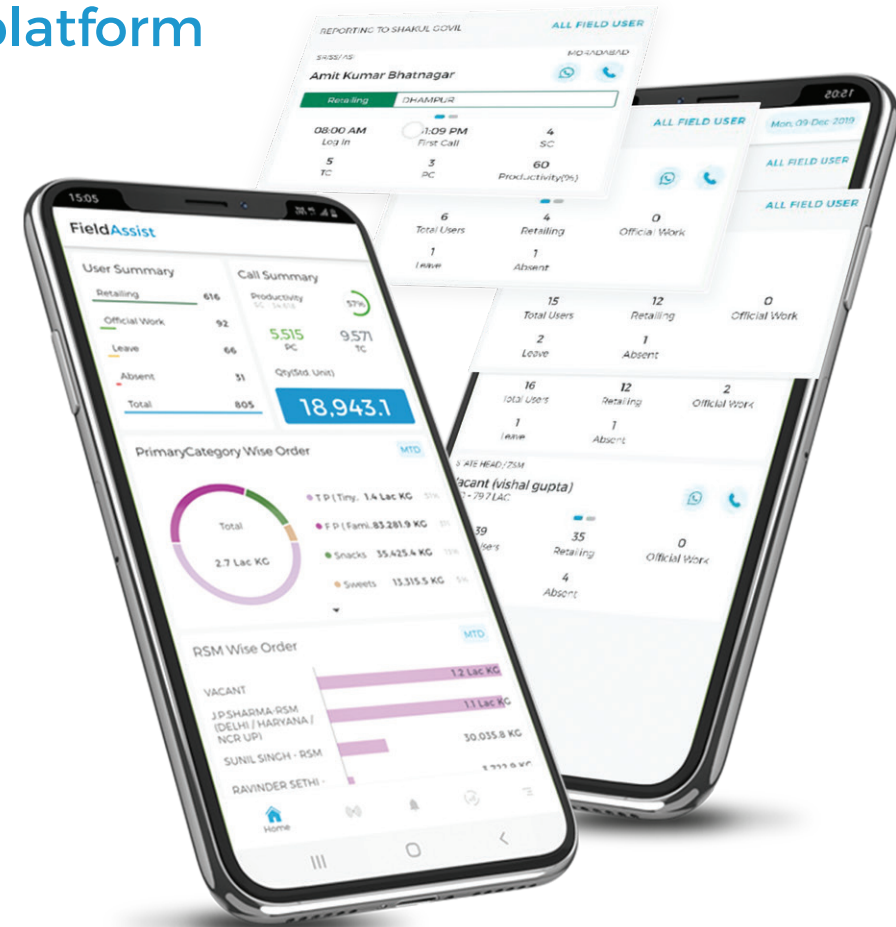
Multiple systems to accumulate data

No SKUs wise sales performance visibility

Complex current SFA platform

How did FieldAssist address the problems?

Bridging silos with FA Analytics, a unified platform to get on-the-go Performance and Market Insights for Managers

- Dashboard

- Daily Summary

- Smarts Alerts

- Quick Viz

- Gamification with Battleground

What has Danone achieved today with Fieldassist?
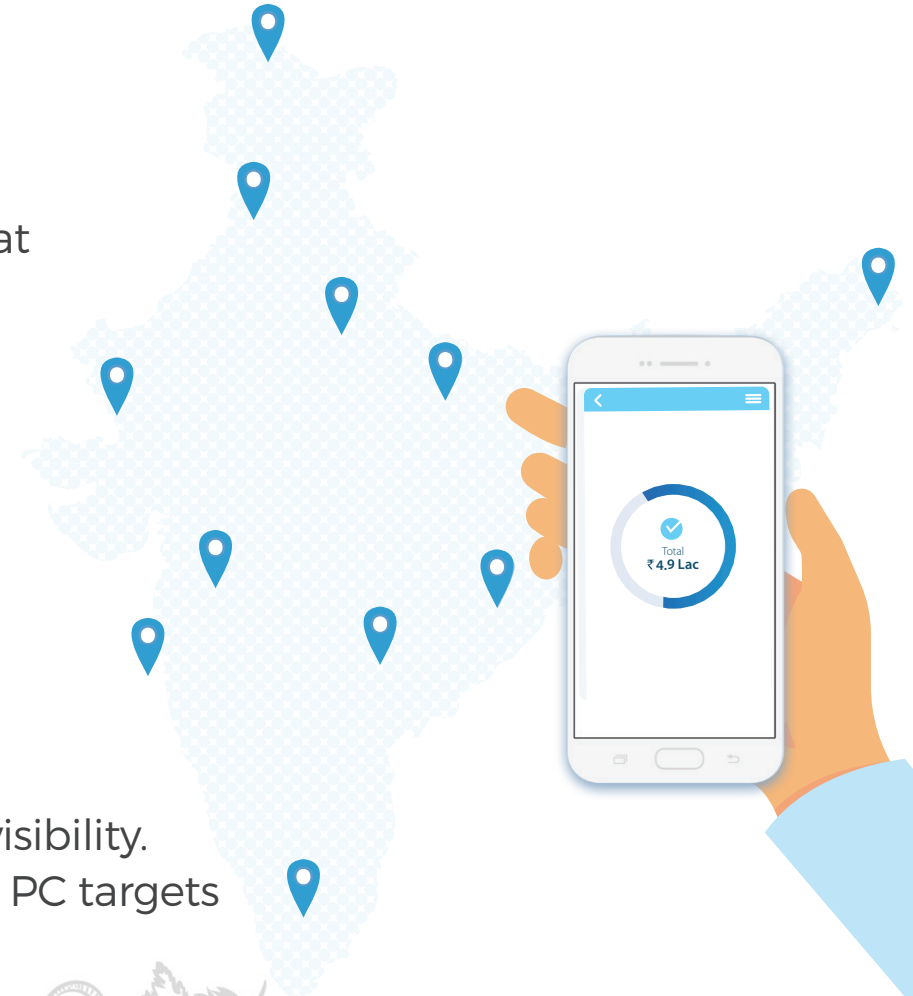
Sales Performance

❯ Team Day start adherence **improved by 32%**, with the first call **KPI adherence improving by 46%** specifically.

❯ The Sales team covered **89% of active outlets** with effective beat planning and improved **never visited outlet coverage by 7%**.

Reach

❯ **17% improvement** in retailer universe.

❯ SKU wise market penetration helped in increasing **40% sales impact for ProteinX** and **15% for Dexolac**.

❯ **Significant billing improvement** from No order outlets.

Covid Rescue

❯ Planned better, even with less manpower with real time data visibility. The **tele calling feature** enable the team to reach more TC and PC targets

> Nutrition and wellness are needed more than ever before, and we believe that our products could effectively deliver health benefits to a large and diversified market as India. But to expand our reach, we needed an agile, scalable, and unified sales system along our side.
>
> With FieldAssist onboarded, we witnessed how sales gamification with a data-driven approach can create highly engaged and driven sales teams. I'm now much more confident that we can deliver more with less and achieve exceptional growth within the deadlines.
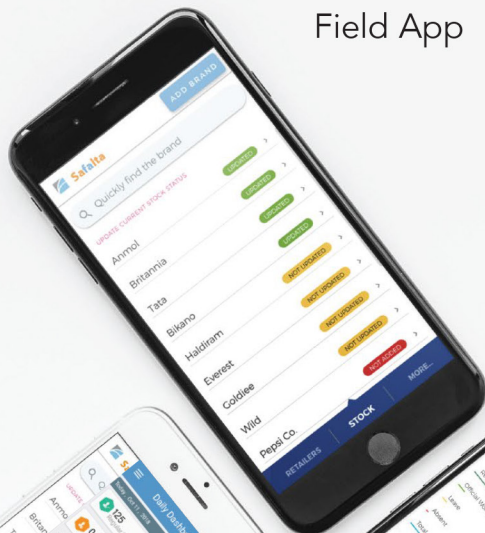
Saikat Chaudhury
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Excellence, Danone India

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

Field App

Retailer App

FA Analytics App

Distributor App

Take control
of your Growth!

Learn more