

Spicing up secondary sales schemes with the right automation

Know how India's No. 1 Spice Brand delivers the freshest, just-out-of-the-factory spices, in the shortest possible time by expanding its market reach.



Everest Story

Everest Spices is an Indian manufacturer, distributor and exporter of ground spices and spice mixtures under the brand name Everest.

50+ Years
of Legacy



58 Countries
worldwide



45 Masala
Variants



1500+
Sales Force



The Hurdle

Among several business challenges faced by Everest, integrating an extensive range of **secondary schemes in a digital format** was the biggest of all. Because of the large size and structure of Everest, it was very complex to manage and optimize the manual secondary schemes across the distribution network.

With a large **sales team size of 1500+**, Everest was also battling with serious visibility issues of their **vast outlet coverage and SKU penetration across outlets**. The concern for the Sales Head compounded with the fact that their field force was still following manual Daily Sales Reports for the huge number of outlets that they covered.

Integrating extensive secondary schemes

Poor data visibility on SKUs and outlet coverage





The Goal

To deliver the freshest, just-out-of-the-factory spices, in the shortest possible time across the country.

The Wishlist



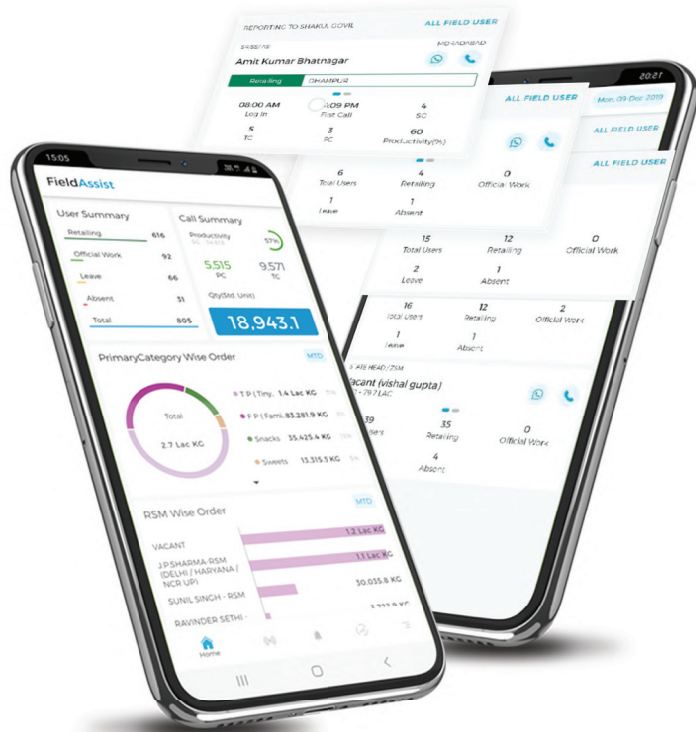
Have simplified and easy to use sales automation for the field sales teams



Make Mid level sales manager more accountable by giving real-time data visibility



How did FieldAssist address the problem?



- New outlet Smart Workflows
- Intelligent Secondary Schemes Modules
- Middle Manager Working Platform
- Insightful Surveys and Census
- Flexible Reporting
- Outlet Duplication Control Management



What has Everest achieved today with FieldAssist?

20% Increase In team's productivity across zones

60 Trainings

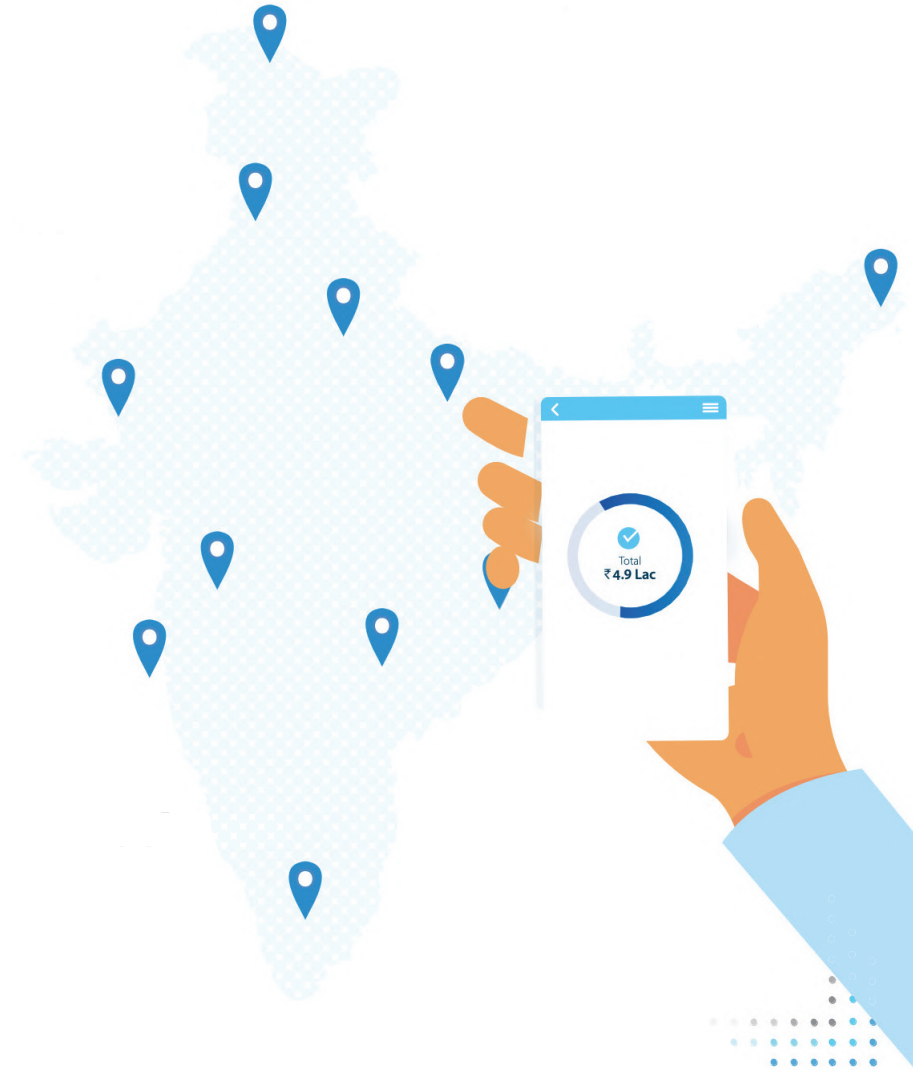
Across 30 different locations. This ensured smooth implementation right from the first day.

3.5 Lac Outlets

Improve outlet coverage using flexible reporting.

Automated Secondary Scheme Module

Exclusive and industry specific scheme module to handle wide range of secondary schemes.



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Aakash Shah
Partner

FieldAssist is instrumental in giving us real-time insights of our field sales operations. It is so easy to use that our entire sales force was able to adapt it at a rapid pace, leading to its successful implementation.

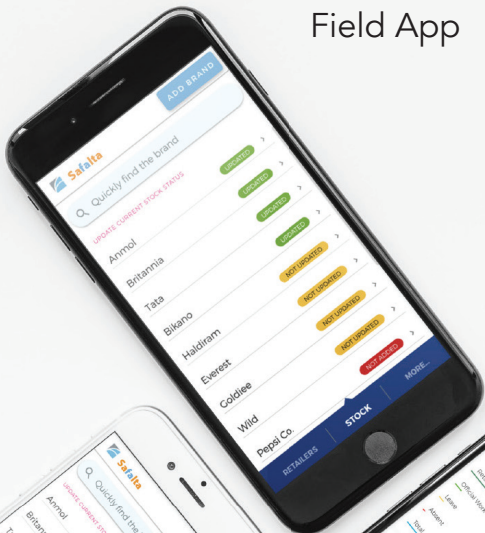
We can now focus on running our business and not worry about the reliability of the sales automation solution. FieldAssist gives us that peace of mind.

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



Field App



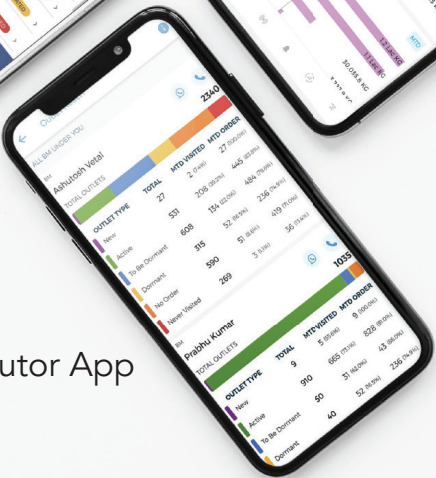
Retailer App



FA Analytics App



Distributor App



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