

Achieving sales success with the topping of data intelligence

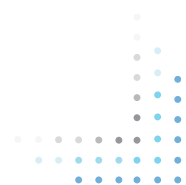
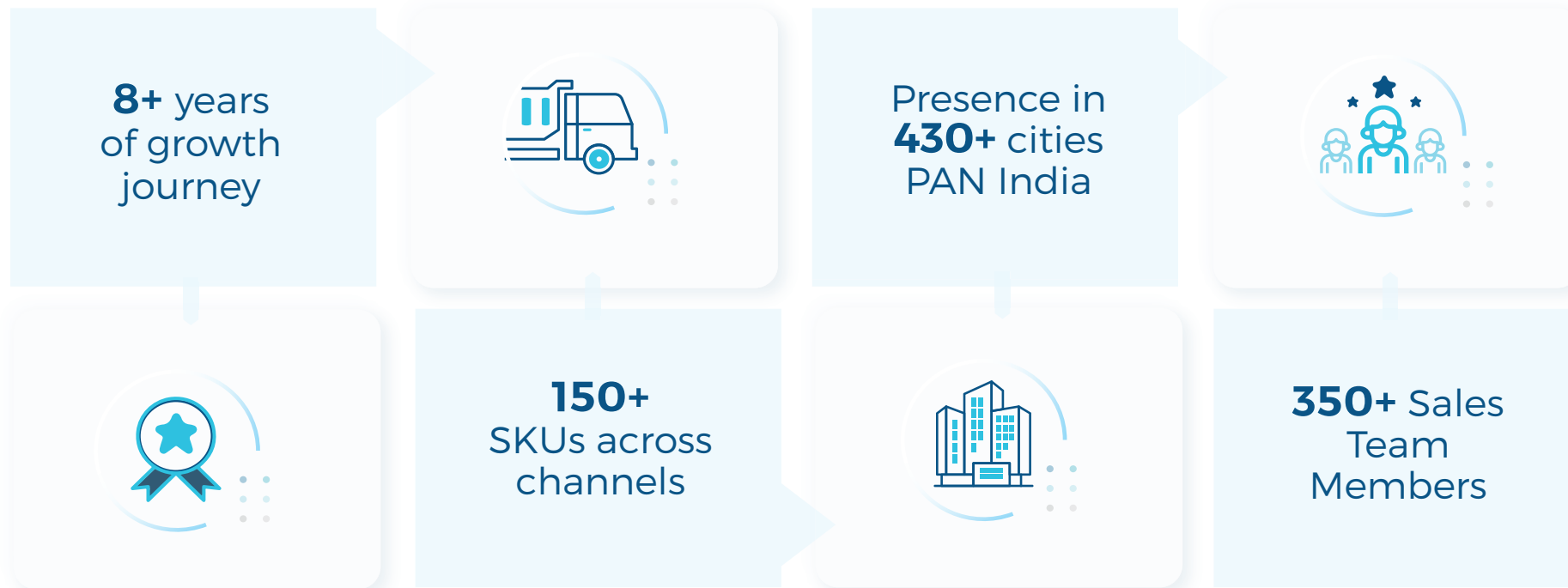
Know how Veeba leveraged sales automation platform to offer its consumers the finest and most authentic flavours in the comfort of their homes





About Veeba

Veeba wanted to provide Quality, Innovative and 'Better for You' products to the changing palate of Indians today and beat the local players that existed in the Indian cluttered market .





Veeba's Problem Statement

While looking to expand their presence across verticals - B2B as well as Retail, **Sales head** faced multiple challenges like no visibility of daily sales tour plans to different food outlets and tracking the efficiency of teams across geographies.

Also, while planning to tap the retail outlets, detailed monitoring of their product and sales team was missing like SKU range per outlet, product placement & daily sales summary.

Thus, early in their growth trajectory, the sales head recognized the hindrances that manual processes would cause and hence preferred automating the entire sales process.

Manual tracking of daily sales summary and team performance

Poor visibility on product placement across multiple challenges





The Wishlist



Build Brand Equity in the food and beverage sector



End to end sales automation across channels



Empower sales team with effective sales intelligence



How did FieldAssist address the problems

General Trade

Equipped sales managers with quick and real-time visibility of field activities like, sales team daily productivity, SKU wise order history, Beat Coverage, Team, etc. and Analysis Reports on Product Performance, Market Trends, etc. through FA Analytics App.

Modern Trade

With a focus on Product Assortment and Must Sell SKUs, we helped them enhance their Range Selling by leveraging the data captured in the Analytics application.

HoReCa

With in-app customized Surveys for Product Demos, we ensured that technology should be adopted and leveraged to its full potential by their team from the very first day.

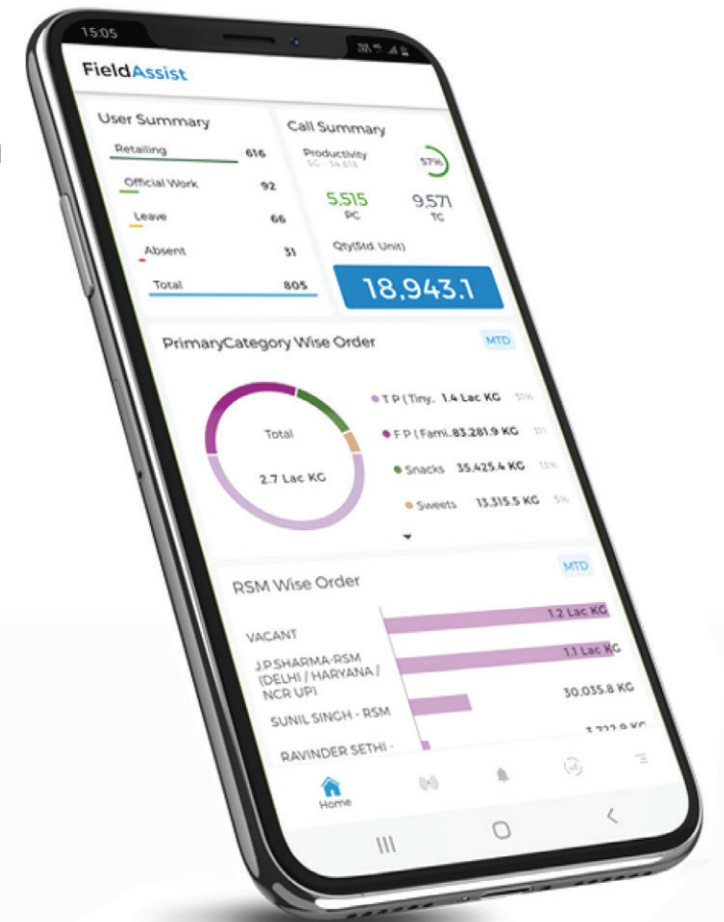


Maximizing Operational Excellence, Achieving Impactful Results

With enhanced productivity of their sales team and effective tour plan implementation, they continued to expand their reach to more consumers nationwide and boost their overall revenue.

- 5 fold increase in average calls / visits per day
- 80% Increase in Sales Team Productivity
- 20% Increase in Sales due to effective shelf space planning

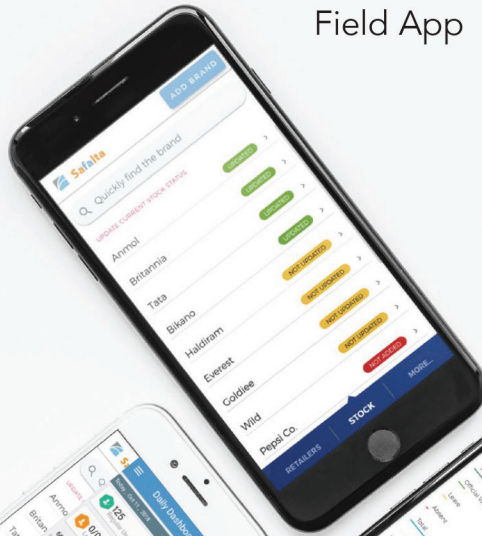
With insights from **FA Analytics**, Veeba created an optimal acquisition strategy that helped them acquire, retain and expand SKU range in both its Retail stores and HoReCa outlets.



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



Field App



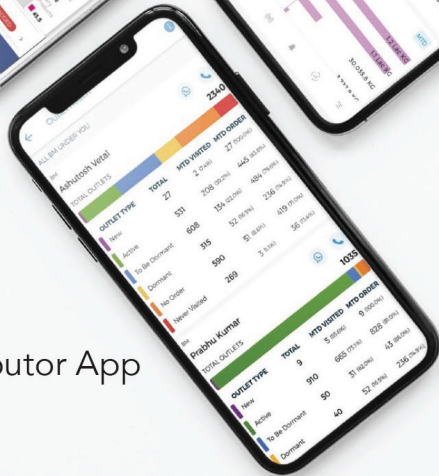
Retailer App



FA Analytics App



Distributor App



Take control
of your Growth!

[Learn more](#)