

Case Study

Key Features

INDUSTRY

Telecom Services

LOCATION

India

IMPACT

- A single view of all sales channel
- Reduction in number of products
- Cost savings in terms of effort and resources

Sales Channel Analytics | Telecom

THE PROBLEM

2000 + Major Partner retailer stores, 300 full service company stores and franchises, additionally small brick and mortar retailers as well as multiple online partners were given variable commission on almost 1200 different products in voice and data.

Almost each sales channel had its own system. This resulted in the fragmented view of business and inaccurate analysis of product lifecycle, an impact of marketing effort, resulting in a sub-optimal allocation of marketing resource and misguided incentive system for the channel partners.

THE SOLUTION

A data warehouse was set up to combine sales data from all channels. Dashboard was provided with combed sales data and overlaid with product incentive structure and marketing campaigns events to clearly visualize the effect of incentive structure in similar products as well as performance of marketing campaign.

IMPACT

The stated objective of a single view of all sales channel was achieved. In the first year itself, the number of products were reduced by 40% based on their performance and incentive structure was simplified. Systems of similar channels were combined single system resulting in direct saving by redeployment of hardware and support staff to other cost centers as well as reduction in software licensing costs.

As a spin off, all channel partners were able to see their performance, earnings and any promotional plans online instead of relying on paper based communication and emails.

