



BRAND ACTIVATION

Denave's Retail Hygiene Management Solution resulted in improvement in overall store hygiene for leading technology company



CLIENT

Global leader in the personal technology industry



BUSINESS OBJECTIVE

Client wanted to ensure complete hygiene management in its 206 Model stores (Client's Exclusive Stores) across 118 cities in India. By ensuring the hygiene, which is the one of the basic elements of brand activation, client's objective was to enhance the overall consumer experience. The mandate was also to enable real time access of information in order to impact decision making. For the same, it was critical to effectively engage client's internal stakeholders in program execution in order to ensure successful progress monitoring.



THE CHALLENGE

- ▶ On the retail store front, there was rampant non-adherence to client's guidelines w.r.t. planogram, display, POSM deployment, basic store hygiene – signage, lighting etc.
- ▶ Due to no real-time reporting, there was no access to information on constant basis and even the course correction was getting delayed because of the same.
- ▶ There were several lags which were occurring on the customer engagement front since the partner base was ill-equipped when it came to product knowledge.
- ▶ Owing to nationwide scope of work, there were multiple management issues which were cropping up.



THE DENAVE EDGE

- ▶ A methodological approach to the entire program was undertaken to ensure quick management that would result in the desired ROI.
- ▶ Denave managed the program end-to-end including project concept design, manpower deployment and management, automation implementation and sustained training to the field force.
- ▶ In line with the strategic approach, 25 retail executives were deployed in a hub and spoke model to cover the set of assigned stores – a process chart was created to ensure effective and timely coverage – An all-encompassing approach.



PROGRAM REACH

📍 PAN India - 108 Cities



THE RESULT

- ▶ The turnaround time in issue correction reduced from 15-20 days (undefined timeline) to maximum 4 days (defined timeline).
- ▶ Significant improvement in overall store hygiene resulting in better consumer recall.
- ▶ Denave association with the client on this program began in 2013 with only 10 stores, however, based on the outcome and the business impact we generated, the project ramped upto 206 exclusive stores and 118 large format retail stores and multi brand outlets.
- ▶ Successful implementation of technology led to immediate validation and impact and provided an edge to the entire deployment and management operation.
- ▶ Real time tracking enabled the stakeholders to take informed decisions.
- ▶ 100% POSM compliance across stores.
- ▶ Market intelligence enabled intelligent strategy building which was evolving in nature owing to the constant stream of inputs.