



RETAIL INTELLIGENCE

Denave's retail operations expertise helped a global leader to enter into an unexplored industry and establish its footprints in the competitive Indian market



CLIENT

Leading global technology company specializing in Internet-related services and products



BUSINESS OBJECTIVE

Aim was to manage the end-to-end sell-out program for the new product and create inroads for the brand nationwide. Through the program, another important aspect which was to be addressed was an in-depth understanding of the consumer behavior (market segment of premium handset buyers). The market intelligence thus gathered would be helpful in ensuring a constant evolution via process improvements which were aimed at expanding client's hardware product portfolio for the Indian market.



THE CHALLENGE

- ▶ Setting up of a complete sell-out team from scratch by placing promoters and supervisor team across the country, within a limited span of time
- ▶ Formulating and executing an end-to-end promoter program with the product commanding no promoter-connect history
- ▶ Absence of market intelligence which could have helped in enabling informed decision making



THE DENAVE EDGE

- ▶ Denave provisioned an end-to-end retail marketing program while the competition was offering a mere payroll management.
- ▶ An efficacious and well-trained Quality sales team wherein Denave ensured that the team undergoes constant grooming to ensure that they remain up-to-date.
- ▶ Customized training programs were delivered through classroom sessions and OJTs (on-the-job training) were conducted by some of the best trainers.
- ▶ Technology application was leveraged with the deployment of our in-house real-time reporting application which helped us in collecting the field data and other instances for analysis.
- ▶ A well-developed analytics engine was used to dig out and provide valuable market insights and help in strategic business decision closures.



PROGRAM REACH

📍 52 cities PAN India



THE RESULT

- ▶ Successful launch which laid the foundation for a strong future positioning for the client
- ▶ Created a market recall and a strong influencer base with in its 10 months of operations
- ▶ Cost reduction quarter-on-quarter for the client by a factor of ~20%
- ▶ Ramp-up plan for second launch already in process, expectation of continuous growth in upcoming years