

# How India's leading FMCG player increased sales serviceability by 12% using Locus



## KEY AREAS ADDRESSED

A leading FMCG conglomerate for consumer products in over twenty categories such as soaps, tea, detergents, and shampoos amongst others with millions of customers consuming their product used Locus.

**12%**

Increase in Serviceability Ratio

**20%**

Reduction in beat length

**11%**

Reduction in total number of beats

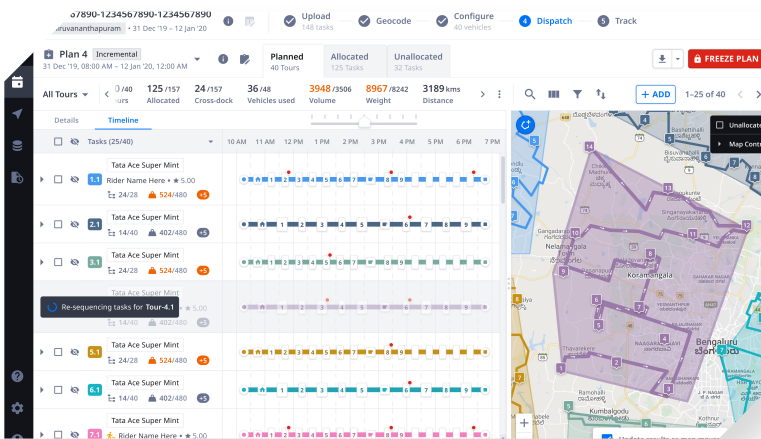


**CHALLENGES FACED BY THE CLIENT**

Optimum utilization of sales resources is one of the most significant challenges FMCG companies face in a diversified country like India. The factors influencing the effectiveness of sales resources are enormous.

The prioritisation of retailer locations, time slots for visits, number of mirror beats, maintaining fairness regarding outlets and revenues are some of the significant parameters for an efficient sales planning, and add to it elements like as traffic, walking speed of salesman, breaks and multiple starting/ending locations.

**LOCUS SOLUTION**



Locus offered a comprehensive solution ensuring that every salesperson gets most optimal time for transacting at each store simultaneously accounting for his operating hours and pre defined business rules.



**Pre-Run Analysis**

Locus is provided insights into Median Transaction Time, Median Revenue at each store, Median Number of Lines (Assortment) using Locus proprietary analytics engine.



**Pre -Clustering**

The non-overlapping clusters are created for each 'Price List Group' that ensures zero mirror beats in the output.



### Geo Coding

Using Locus' proprietary Geocoding Engine that distills and converts even the most ambiguous of addresses into precise geographic coordinates, the incorrect store addresses is sent back to Area Sales Manager to rectify it and share back again.



### Optimal Beat Plan Generation

Core IP of Locus which optimizes on business parameters to achieve business KPIs programmatically is used to create the most comprehensive and optimal beat plans that are data-driven and not intuition based.



### Scoring and Reporting

Locus' proprietary algorithm is used to calculate individual level salesman scores taking into account performance on old sales beats, historical salesman data such as experience, total revenue generated, an assortment of goods sold, and familiarity with the stores.

## Impact



Locus was able to increase the transaction time by 15% , the sales profitability at the outlets increased.



14% reduction in mirror beats that led to improved etailer experience.



Average beat time reduced by 8% that resulted in more time at outlets and less time on the road.