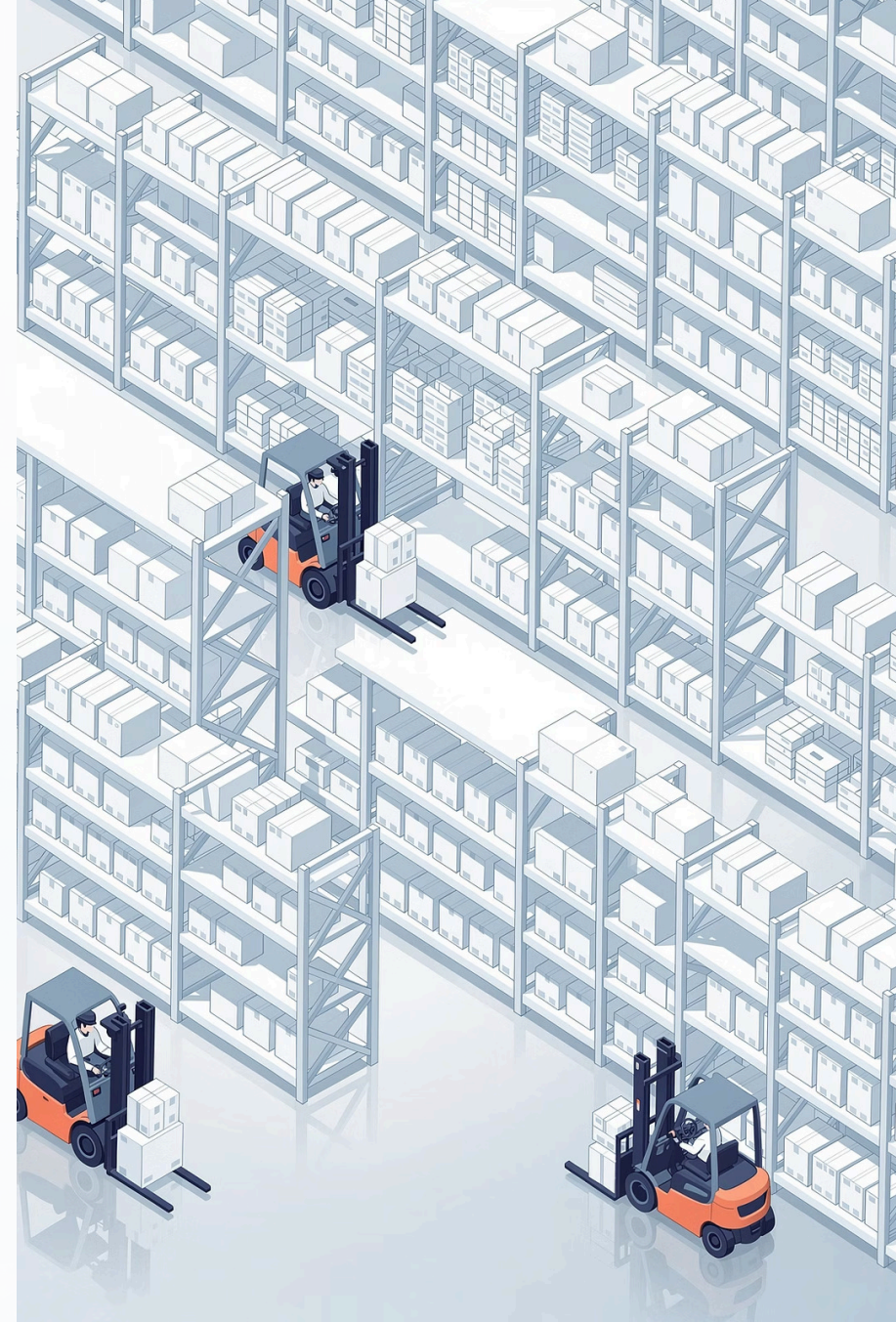


Driving Sales Growth and Distribution Efficiency for an FMCG Retail Company

A Salesforce-powered transformation that connected field teams, distributors, and retailers — delivering real-time visibility and measurable sales performance gains.



The Challenge

A fast-moving consumer goods (FMCG) company operating across multiple markets faced significant operational hurdles across its distribution network, retailer relationships, and field sales operations.

Limited Visibility

No clear view into distributor and retailer performance across territories.

Manual Processes

Lead capture and retailer onboarding relied on inefficient, error-prone manual workflows.

Sales Tracking Gaps

Difficulty tracking both primary and secondary sales across the distribution network.

Field Team Inefficiency

Managing large field sales teams across territories and gathering market intelligence proved costly and slow.



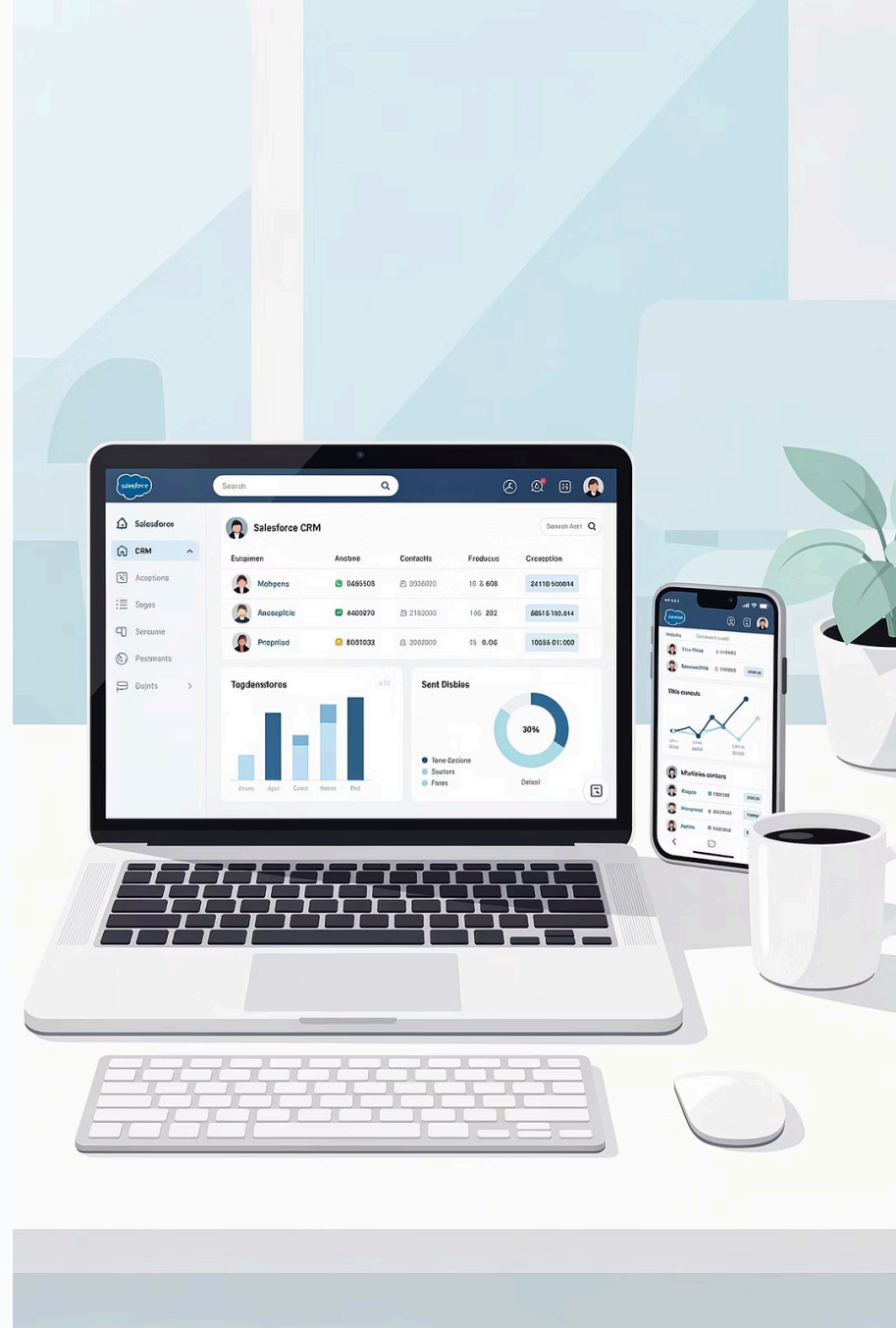
The Solution

A Connected Digital Ecosystem

A Salesforce-powered CRM platform was implemented, integrating a custom mobile application, Community Cloud, Heroku, and ERP systems to unify field sales and distributor management end-to-end.

What It Enabled

- Real-time visibility into sales operations
- Improved engagement with retailers and distributors
- Mobile-empowered field sales teams with actionable insights
- Automated order processing and partner collaboration



Key Features: CRM & Sales Automation



Centralized CRM

Unified Salesforce CRM for managing distributors, retailers, and all customer relationships in one platform.



Sales Automation

Personalized customer journeys powered by Salesforce Sales Cloud, Experience Cloud, and a custom mobile application.



Onboarding Workflows

Streamlined distributor and retailer onboarding with centralized partner management and digital collaboration portals.



Key Features: Mobile & Field Operations

Custom Mobile App

Field sales teams equipped with customer data access and visit tracking on the go.

Route Planning

Optimized territory coverage through intelligent route planning and field activity management.

Real-Time Order Capture

Instant order capture and issue logging directly from the field, reducing delays and errors.

Key Features: Analytics & Market Intelligence

Sales Performance Dashboards

Real-time dashboards providing leadership with instant visibility into sales KPIs across all territories and channels.

Predictive Analytics & Demand Forecasting

Data-driven forecasting tools to anticipate demand and align supply chain and marketing efforts proactively.

ERP Integration

Seamless integration with ERP systems for end-to-end sales visibility and automated order processing across the distribution network.

Competitor & Market Intelligence

Structured tracking of competitor activity and market insights to sharpen strategic decision-making.

Platform Architecture at a Glance



The integrated architecture ensured every stakeholder — from field reps to distributors to leadership — operated from a single connected data environment, eliminating silos and enabling real-time collaboration.

Results: Operational Impact

1

Distributor Visibility

Improved visibility into distributor and retailer sales performance across all markets.

2

Field Productivity

Increased productivity of field sales teams through fully mobile-enabled operations.

3

Sales Tracking

Better tracking of both primary and secondary sales across the entire distribution network.

4

Faster Decisions

Real-time analytics enabled faster, more confident decision-making at every level.



Results: Commercial & Partner Impact



Smarter Marketing

More effective campaigns driven by data automation and customer journey personalization.



Stronger Collaboration

Distributors and retailers engaged through dedicated digital portals for seamless communication and order tracking.



Sales Growth

Enhanced customer and partner engagement translated directly into improved sales growth and operational efficiency.

Key Takeaways

→ **Unify Your Ecosystem**

Connecting CRM, mobile, portals, and ERP into one platform eliminates blind spots and drives consistent performance.

→ **Data Drives Growth**

Predictive analytics, competitor tracking, and real-time dashboards transform raw data into strategic advantage.

→ **Empower the Field**

Mobile-first tools give field teams the data and agility needed to capture opportunities in real time.

→ **Partnerships Scale Better Digitally**

Digital portals for distributors and retailers strengthen collaboration and accelerate the entire sales cycle.

📌 This Salesforce-powered transformation demonstrates how FMCG companies can achieve end-to-end sales visibility, operational efficiency, and sustainable growth through integrated digital platforms.