

Sales planning tool for a Fortune 50 technology MNC

1. Situation & Challenges

The client was not able to achieve desired sales targets due to lack of proper assessment of its installed base of customers. Metric measuring customer satisfaction were also unavailable. Sales forecasting was done based on intuition rather than prediction.

2. Our Approach

We began by collecting data on the Most Valuable Customers (MVCs) from 13 countries across Asia-Pacific. We then developed a web-based tool which helped the client integrate past sales data; growth trends by products, customer or by reseller; performance of sales managers, etc.

3. Results

The central repository of data helped the client to accurately forecast sales. The tool also gave insights into customer behaviour and helped to undertake customer-centric initiatives.