

Transforming Performance Tracking and Expansion for a Global AlcoBev Company



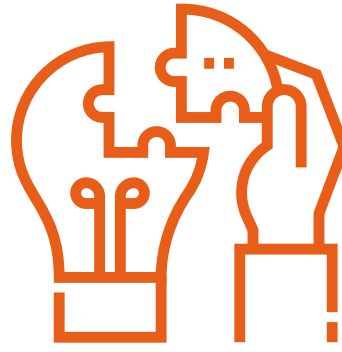
01

Background

A leading global AlcoBev company faced challenges in tracking and optimizing key performance indicators (KPIs) such as mandays, coverage, and sales. With limited visibility into performance data and restricted deployment, the company sought a structured approach to enhance efficiency and expand its reach.



02 Problem Statement



Ineffective Performance Tracking

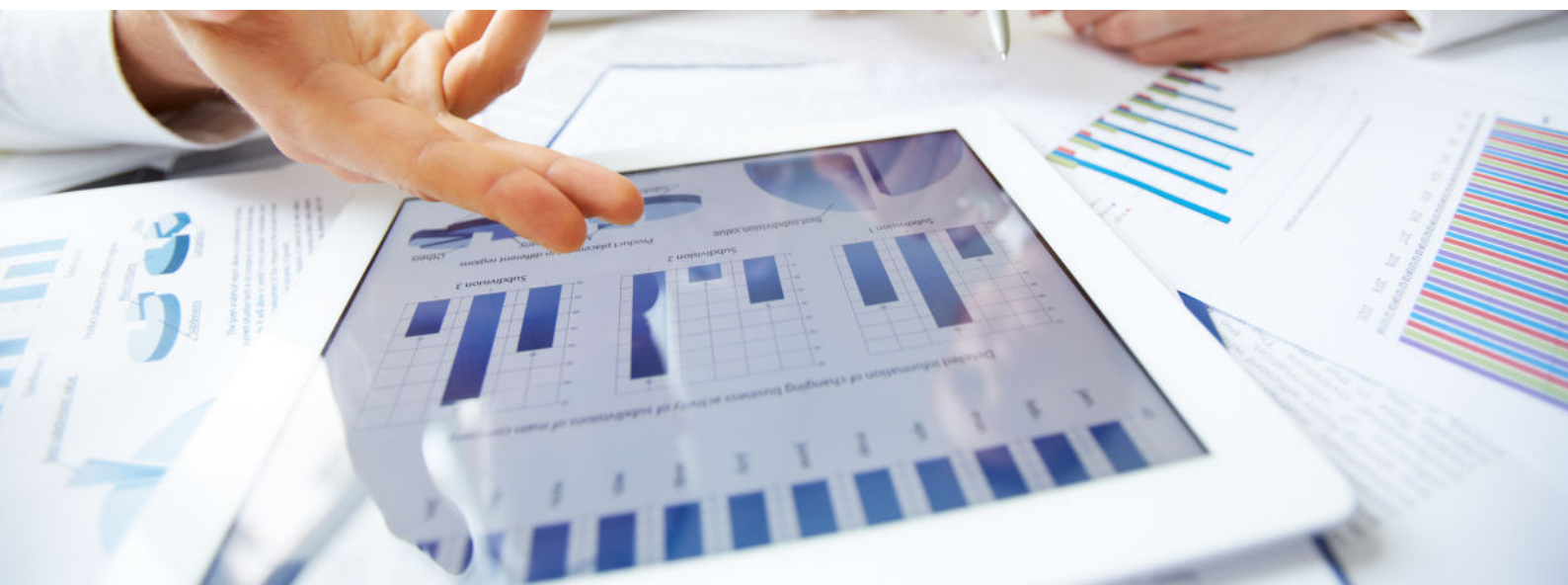
Difficulty in capturing and auditing key KPIs like mandays, coverage, and sales.

Lack of **real-time visibility** for actionable insights, leading to inefficiencies.

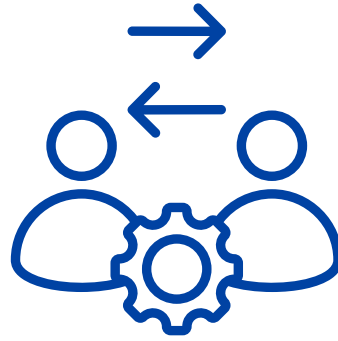
Limited Deployment & Coverage

Workforce restricted to **120 BAs (Brand Ambassadors)** with **6 supervisory staff**.

Operations were confined to a smaller number of cities, regions, and stores, limiting market penetration



03 Approach



A Phased Manpower Expansion

Gradual deployment of additional resources to ensure smooth operations and increased geographical reach.

B Comprehensive Training & Monitoring

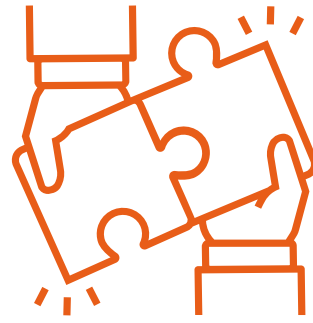
Training programs implemented to enhance BA performance and ensure adherence to application usage.

Supervisors trained to monitor BA performance effectively based on predefined KPIs.

C Data-Driven Execution

Leveraged dashboards to track, manage, and optimize KPI performance.

Data insights enabled proactive decision-making and real-time adjustments.



04

Solution Implemented

Dashboard-Based Data Sharing

Implemented analytical tools to capture, audit, and share KPIs through interactive dashboards.

Provided **real-time insights** to stakeholders for better decision-making.

Expansion of Manpower

Scaled workforce to **246 BAs and 14 supervisory resources** to enhance coverage and efficiency.

PAN India Roll-Out

Expanded operations to **266 stores across 8 states, 75 cities, and 2 regions**, significantly increasing market reach.

05 Results Achieved (Over 3 Months)



- 1 47% Increase in Sales**
Enhanced manpower and real-time tracking led to a substantial boost in sales performance.
- 2 33% Increase in Manday**
Improved workforce utilization and tracking resulted in better coverage and productivity.
- 3 104% Increase in Coverage**
Expansion efforts and optimized workforce allocation doubled the coverage area.
- 4 14% Increase in Daily Conversions**
More effective training and monitoring enhanced sales conversions per day.
- 5 64% Increase in App Usage**
Adoption of the performance-tracking application improved significantly, ensuring better data accuracy and reporting.

Conclusion

The structured and phased approach to manpower expansion, coupled with robust training, monitoring, and data-driven execution, successfully transformed KPI tracking and operational efficiency for the AlcoBev company. The implementation of dashboards provided real-time insights, enabling better decision-making and improved performance across key metrics. This strategic transformation led to a significant increase in sales, mandays, coverage, conversions, and app adoption, positioning the company for continued growth and success.