



Sales force automation

Organization Name: MARICO

Overview:

Sales & distribution as a part of sales force automation is a critical lever for the success of any FMCG company. With e-commerce & modern trade channels democratizing distribution across FMCG brands, Marico is focusing on technology in sales operations to help gain a competitive advantage in the large traditional trade network of Distributors & Retailers.

Business Challenge:

Identifying a solution for Sales Force Automation which can help:

1. Strategize creation of Conversational AI/ML based Targeted Personalized Trainings for field agents
2. Develop roadmap for Gamification for personalized incentive schemes to help increase productivity
3. Explore AdMob like features to increase branding & marketing of newly launched brands