



Marketplace for RTM for obtaining Store level information

Organization Name: Reckitt

Overview:

To get all the accurate store level information like Address, Coordinates, Phone No. etc. with proper KYC compliance.

Business Challenge:

- Visibility to all the active stores in an area is unavailable
- Even if the store information is available, the data is not completely correct
- No single place to find all the KYC compliant store information

Expected Outcome:

- Help us increase our reach by on-boarding more outlets
- With clean data, beat plan can be prepared with more accuracy
- Geo-Fencing and many such implementation can be done with ease
- Clean data can help us with KYC compliance leading to easy disbursement of any reward/incentive planned for the stores