Multi-Principle Retailer Ordering App

Organization Name: Reckitt

Overview:

Objective is to leverage tech to provide retailers with a multi-principle App where it can place order for all the products at once from the distributor.

Business Challenge:
- High cost to serve retailers
- DBSR absenteeism leading to sales loss
- Only top selling SKUs are pushed to retailers
- Field force focused towards meeting value target only
- Retailer app is not sustainable if it continues to work in isolation

Expected Outcome:
- Optimized workforce
- Time saved can be used to add new outlets
- High value visits
- Increased buying frequency leads to increase in value per outlet
- Improving Range Selling and reducing stock-out