

B2B Platform for Indirect Trade Significantly Reduces Time to Order

For a Leading CPG Company

A 100+ year old global company that, with primary focus on production, distribution, and provisioning of household, healthcare, and personal care products, is serving hundreds of millions of consumers worldwide



Fortune 500
Firm



\$15,000+
Million Revenue
as of 2016



Presence
across 200+
Countries

Behind the Scenes

In today's fast-paced marketplace, speed is the key to success. Speed of anticipating customers' demands and delivering them in the minimum turn-around time is what matters the most. And that mandates enhancing efficiency across all distribution channels.

Optimizing supply chain operations to empower the last-mile sellers has never been more critical.

1 Strategy and Objectives

The consumer goods company needed a way to reach more convenience stores, drug stores, and super markets to increase sales. It was also required to enable a seamless process of placing orders, approving them, and tracking them in a cost-effective manner.

- Enable paperless ordering system
- Reduce time-to-order without bypassing the distributor
- Provide a convenient and assertive mobile solution for small retail stores
- Increase retailer coverage and frequency of orders and reduce sales rep visits

2 Value Chain

There was no system in place to leverage order history, showcase ongoing offers, or suggest trending items. Ensuring uniformity in login, scalability, and regular platform usage by last-mile seller was another challenge in developing online ordering portal. It was essential to use a convenient channel for the portal to maximize small purchase.

- Indirect Trade
- B2B Sales Platform
- Enterprise Data

3 Enablers

Targeting sellers who perform less than 5 checkouts per month, we developed a mobile only B2B indirect trade platform and integrated it with their existing IT environment.

A seller could register, place order for a product in units/ dozens/ cases, edit/ cancel order before cut off period, and view the order history using this platform.

Using advanced analytics, we enabled differential pricing based on customer groups and displayed user focused best seller, frequently bought, suggested assortment, and latest products. Promotions were also customized and only the most relevant ongoing offers were showcased.

- B2B Indirect Trade Platform – for digitizing the complete purchase cycle
- User-Friendly Dashboard – for new customer registration, orders, price, inventory and discount management
- Hybris 6.2 – for implementing order management system

4 Digital Capital Delivered

The platform was not only beneficial for sellers, but also enabled distributors to process an order faster, and adjust credit limits and payment cycles based on a sellers' previous track record. From conceptualization to execution, the complete project was finished in 3 months.



Time to order reduced considerably.



Recommendations enhanced seller experience and increased sales.



Increased upsell opportunities by improving retailer's exposure to promotions, educational content, trending products, and recommended assortment.

ABOUT US

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

Contact Us at business@happiestminds.com