

# DIGITAL SUCCESS STORY



**POWERED BY**



**PE Electronics Ltd.** is a new business unit that brings together two premium brands Philips (range of television products) and Electrolux (range of Home Appliances) that complement each other as a single entity under a unique brand licensee agreement. Set up in April 2010, PE Electronics Ltd. is headquartered in Mumbai and will operate in 9 zones with 24 branch offices across the country. As part of PE Electronics, the Philips product range will consist of High definition LEDs, LCDs and Ultra Slim Color TV's. The Electrolux product range will consist of Refrigerators, Washing Machines, Microwave Ovens and Air-Conditioners.

Project **MARS** acronym for **M**arketing **A**nalysis and **R**eview **S**ystem, is a mobile based application with a portal in the backend which is designed to solve the purpose of handling marketing related activities at PE Electronics Ltd and collect the real time information from the field, especially from the marketing team members with set guidelines and framework in real time.

#### PAIN AREA

PE Electronics has a strong force of 1000 ISD's (In-Shop Demonstrators) to enable secondary sales at dealer counters spread across length of breadth of the country, pain areas are aplenty as below

- 1) Daily status of ISD's – Present & Absent?
- 2) Accurate information of secondary sales at counter – is the given data authenticated? – verification of secondary sales data takes at least 20 days, lot of time goes in collecting and uploading the data onto a local portal and post that verification starts.
- 3) POS material deployment and their audit in visual format – has POS materials been deployed properly as per guidelines, are all POS materials being used?
- 4) Incentive scheme announcement does not reaches all ISD's
- 5) Any communication from the ISD's goes unnoticed at upper level

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# PE ELECTRONICS LTD.

## CONCLUSION

PE Electronics Ltd. was able to reduce the Turn Around Time for the verification of secondary sales from 20 days to 96 hours & a better In-Shop Demonstrators management.

### About AdStringO

AdStringO is an endpoint compression software company that helps enterprises in on-boarding customers with better organized data management. The technology helps you on board customers from rural areas with ease.

Now, you no longer require a full functioning branch at the rural area to service customers, a mobile equipped with AdStringO software can help you easily operate, scan documents and upload it directly to the headquarters. The benefit of the software is that, it can work even in low bandwidths such as 1G & 2G network.

## SOLUTION

Mobile based App which can :

- 1) Record attendance of each ISD with their geo location
- 2) Record & submit secondary sales data online with sold material details along with customer details
- 3) Click and upload photos of display being done, POS being deployed, these photos are compressed (without loss of clarity) and uploaded on to central server with date, time and geo location – thus ensuring that duplicate update of photos does not happen
- 4) Each ISD receives the intimation about his Incentive accrual, new incentive schemes, personalized dashboard to gauge his performance
- 5) ISD can raise his concerns online which has a hierarchical addressable mechanism, only ISD can close the request he has raised – thus establishing a fool proof mechanism of grievance disposal.

## BENEFITS

With AdStringO, PE team was able to –

- 1) Increased participation among ISDs are seen in early trends (pilot in progress in Mumbai) – 32 ISD's are part of this pilot
- 2) Secondary sales data has been flowing with consistency – verification of these sales are being done in next 96 hours – it used to take 20 days to verify it earlier now it's only a matter of 4 days
- 3) Commitments from ISD' s have started flowing in, which helps us to forecast the outcome week by week
- 4) Display of products and POSM deployments has undergone a sea change, newer POS are deployed within 2 hours of reaching them and utilization is to maximum – wastage has been reduced considerably
- 5) ISD's are now aware about their leave, incentive accrual – a morale booster, working miracles for us and on the flip side has opened a can of worms as well.



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