



Client Background

- The client is one of the large Animal Nutrition multinational company
- They wanted to have a large number of field staff who are able to execute the demand generation activity for the products to dairy farmers

Challenges faced

- Structured demand generation activity
- Ensuring that demand generation is done where the point of sales is available for maximum conversion
- Monitoring of activity in sustainable manner for maximum impact among target customer
- Effectiveness of demand generation activity among the target customer
- Correlating of demand generation activity with conversion
- Effectiveness of the the resource involved in demand generation activity

Solution Provided

- A defined Demand generation program was designed involving field resources, digital solutions using mobile devices.
- The mobility application was developed having features i.e. Dairy Farmer, Point of sales, Milk collection center etc.
- The equipment related to demand generation were designed and prepared i.e. Flip charts, Pamphlet, Farmer diaries, Standees etc.

Executions

- The team was hired and educated on the digital tools and process
- Initially the POS and Milk collection center were identified and tagged on the map
- The resources were put on demand generation activity, i.e. farmer meeting, farmer interaction and potential farmer profiling
- Call center was engaged for information reinforcement to all farmers engaged in the development activity
- Balance score card is prepared for every market ad employee engaged in he activity



Impact

- Approximately 21+ Markets are being serviced by us using digitally enabled demand generation activity
- Approximately 800+ Point of new sales have been identified and created.
- Approximately 1200+ group meetings and 8000+ farmers have been educated
- Acceptance of products have started happening
- New products are now being tagged with coupon so that the effectiveness can be tracked in a better way and can be addressed for cross sales and up sales activity.
- We plan to increase this to new 40+ markets

Contact Us

Akshamaala Solutions Pvt. Ltd.
sales@akshamaala.com
0120-4040170

F-35, 1st floor, Sector-8,
Noida : 201301
CIN: U7220 ODL2 010P TC20 9266