

Case Study

Sales & Distribution

for green field 4G LTE operator in **Africa**

targeting to provide efficient sales and distribution network for services rollout

Business Challenges

Develop an efficient and competitive Sales & Distribution Channel

- ✓ To enable Complex sales based and Usage based KPIs
- ✓ To give competitive edge through push sales
- ✓ To enable real-time last mile sales view

Solution Offered

Channel

- Sales Target, ROI, Invoice, Collection
- Commission Management

Inventory

- Stock Management, Payment and collections

Sales KPIs

- Accumulations, Sales Quality and Transaction based

Promotion

- FOS Management, Campaign On

Results Achieved

Reduced Stock exhaustion in market, Revenue Generation of 180,000 USD per quarter.

Market Penetration of 4G to 22% in highly competitive market due to optimised distribution strategy



Dealers

1000



Channels

Branded Stores
Open Market Sales



Retailers

5
Average per dealer