



Case Study

Sales Booster Program

Campaign Goal

- New brand launch across india from leading pharma company under Rx category.
- Track availability across counters.
- Motivate, Reward internal sales force for increasing availability.
- Reward early adapte-chemist stocking the new launch with benefit.
- Duration : 2-3 Months.

Key Benefits

- Increase availability.
- Consolidated view of the counter being covered.
- Identify the individual performance of MR.
- Real time dashboard to analyse the availability across counters.

Solutions

- Coupon based Program.
- Technology: Miss call, Toll Free, Auto SMS, web.
- Tracking availability on real time.
- Map Retail counters with Mr.
- Measure Region / MR performance.
- Boost Sales person by broadcasting daily success.