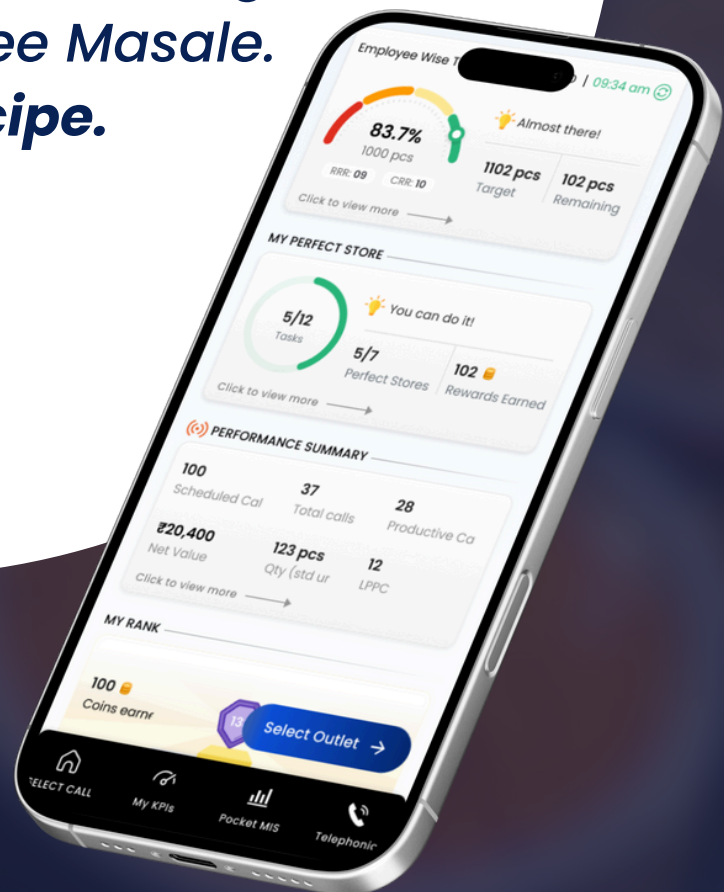


Goldiee Masale Spiced up its Sales & Distribution with FieldAssist

See how one smart move changed
everything for Goldiee Masale.
know their recipe.



The Problem

Goldie Masale wishes to replace manual work with accurate data, connect all systems for smarter decisions, and get reliable market insights without depending too much on distributors.

They wish to overcome problems such as:



Inefficient Manual Processes

hindering data accuracy, sales visibility, & strategic GTM planning.



Disconnected Technology

Systems causing data gaps and vague decision-making.

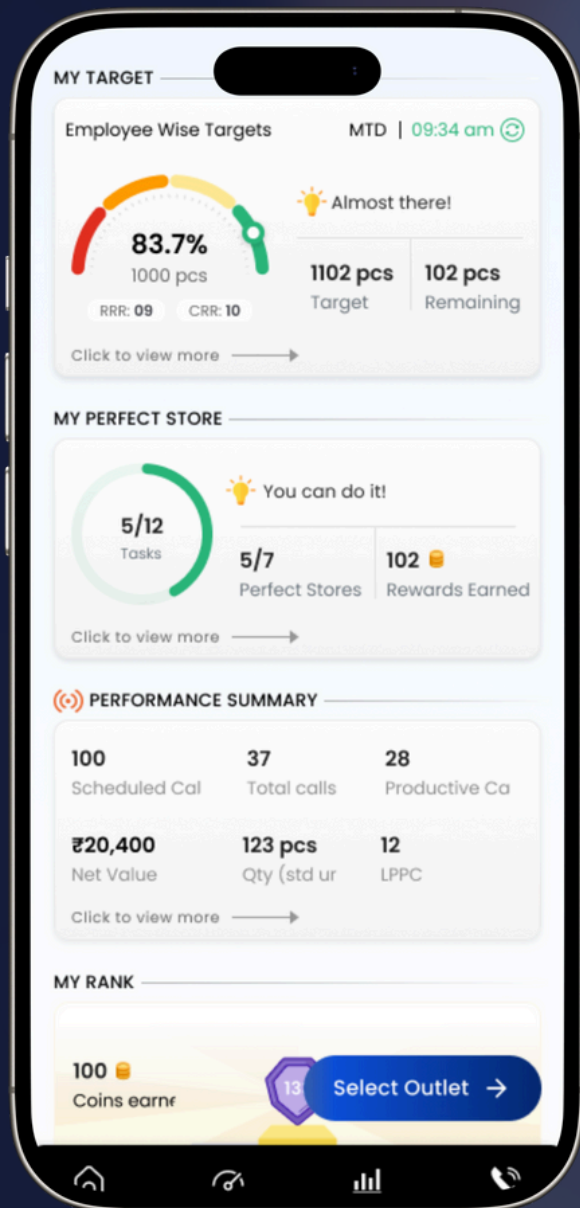


Too Much Dependence on

Distributors makes data less trustworthy & forecasting difficult.

The Solution

Goldiee Group chose to **partner with FieldAssist** to transform its sales ecosystem. FieldAssist **SFA** and **DMS** have enabled Goldiee to unlock the next level of growth and become a national brand.

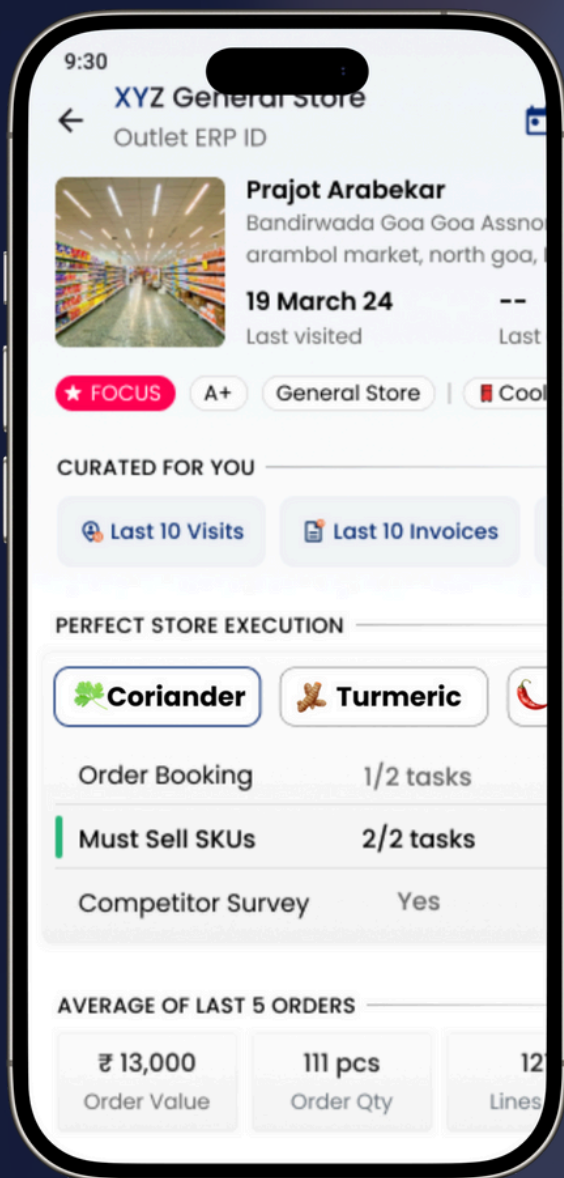


Fully Sanitized Outlet Data, providing accurate, up-to-date, real-time data on outlet universe.



Optimized Beat Plans, covering most distance in least possible time via shortest route.

The Solution...



Ease of Integration with real-time data transfer between Microsoft Navision and FieldAssist DMS.



Full Scheme Transparency and visibility at all levels, with detailed analysis and reports



Minimal Hand-Holding; Goldiee staff & distributors could get up & running with minimum help from FieldAssist

The Outcome

25% 

increase in
outlet coverage

500+

new distributors in
6 months

75% 

Order to Invoice in
Primary Sales

26%

improvement in
productive calls

24%

upswing in
total calls

75% 

Order to Invoice in
Secondary Sales

VOICES OF SUCCESS



The biggest success we've seen with FieldAssist has been with the seamless API integration and mobile DMS. This has helped us increase adoption and reach the remotest corners of the country in the least possible time. We now have real-time data and advanced analytics at our fingertips which helps us plan ahead. Distributors are happy and we have managed to keep our sales force motivated as well.

Sudeep Goenka
Director at Goldiee Masale





Sales *Simplified*, Distribution *Amplified*.

Experience a smarter way to grow your business with FieldAssist

INDIA | INDONESIA | MALAYSIA | PHILIPPINES | THAILAND | MIDDLE EAST | AFRICA