



2X Revenue Growth: Pearl Dairy Achieved Market Leadership with FieldAssist SFA

Discover how Pearl Dairy harnessed cutting-edge technologies to revolutionize sales strategies, driving innovation and achieving a competitive edge.





Overview & Challenges

About Pearl Dairy

Founded in 2013, Pearl Dairy Farms Ltd. is a leading dairy manufacturing brand in East Africa, known for its flagship product, Lato Milk. With a mission to deliver nutritious and affordable dairy products, the company supports over 10,000 smallholder farmers while expanding its presence in over 10 countries.

What the Client Wanted:

Pearl Dairy aimed to streamline operations, improve on-ground sales efficiency, and ensure compliance with Uganda's regulations while addressing critical operational challenges.

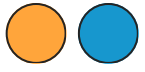
Operational Bottlenecks

- **Lack of Visibility:** Pearl Dairy struggled to seamlessly integrate their ERP, EFRIS, and sales data. This lack of transparency hindered informed decision-making and created gaps in tracking product performance.
- **Pilferage Issues:** Manual processes led to pilferage within the sales network, affecting revenue and operational efficiency.

Key Challenges

- Manual sales tracking slowed processes.
- Poor integration of ERP and EFRIS systems.
- Limited visibility into key sales data.
- Lack of administration in sales network.
- Inefficient sales planning and execution.
- Weak communication between teams.
- No performance analytics for insights.
- Lack of digital tools to scale operations.





Solutions Implemented

By understanding Pearl Dairy's vision to maintain performance benchmarks within its growing sales team, and with a motive to help them overcome their biggest challenges, i.e., **visibility** and **pilferage** within their sales team, we proposed a **bespoke SFA solution** to achieve:



End-to-End Integration for Enhanced Visibility

FieldAssist's SFA solution linked Pearl Dairy's user app to their ERP, providing end-to-end visibility across the sales lifecycle and ensuring compliance with Uganda's EFRIS regulations



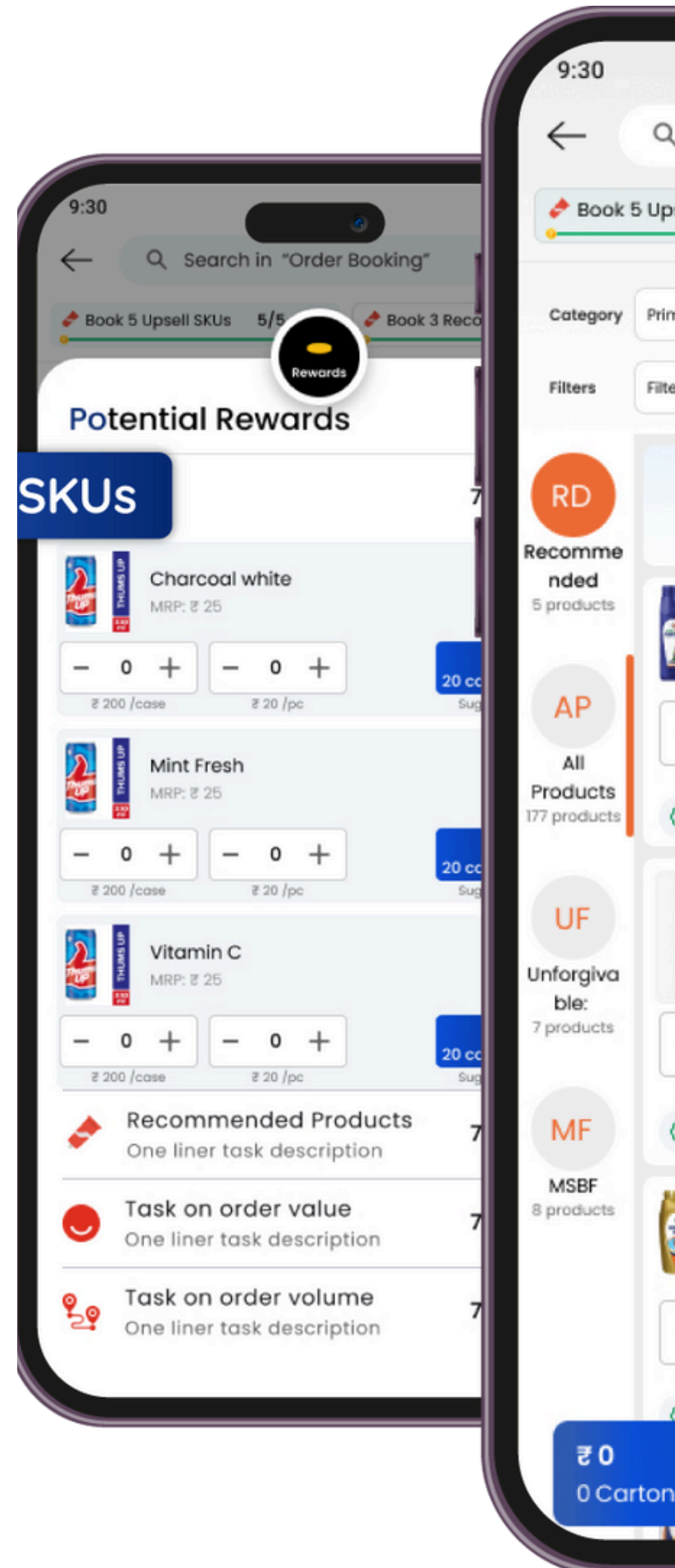
Operational Scalability & Performance Insight

The new solution helped Pearl Dairy scale operations, leveraging SFA automation & analytics to gain insights into performance and minimize IT & operational disruptions.



Seamless Execution & Strategic Decisioning

SFA implementation allowed Pearl Dairy to automate operations across 16,000 outlets and process 1,200 invoices daily. The solution provided full data visibility, enabling executives to make informed, data-driven decisions.





The Outcome...



With FA SFA, Pearl Dairy achieved:

16000+

Outlets Achieved

44%

Increase in Billing

1200+

Invoiced
Clocked Daily

2X ↑

Boost in Revenue

80%

Increase in Avg.
Call Numbers

163+

Users and Growing



“

We are delighted with FieldAssist’s service, which played a crucial role in our project’s swift and successful launch in the shortest time possible. A huge shout out to the entire team of FieldAssists for their unwavering support and helping as mentors in various aspects. Their dedication and commitment have left us deeply impressed, leading us to consider doubling our investment to leverage FieldAssist’s advanced service offerings fully.

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Rohit Rajasekharan,
CTO and Executive Committee Member
Pearl Dairy





Information > Insight > **Impact**

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UGANDA | MIDDLE EAST | SEA

www.fieldassist.com