

Cracking the code to **Open Market**

See how **Blume Nigeria's** transformation with **FieldAssist** builds a stronger foundation for growth.



Problem



Limited visibility of on-ground activities & market insights



Significant Losses from Stock Pilferage



Inefficiencies in Sales Team Operations



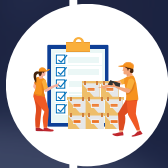
Solution



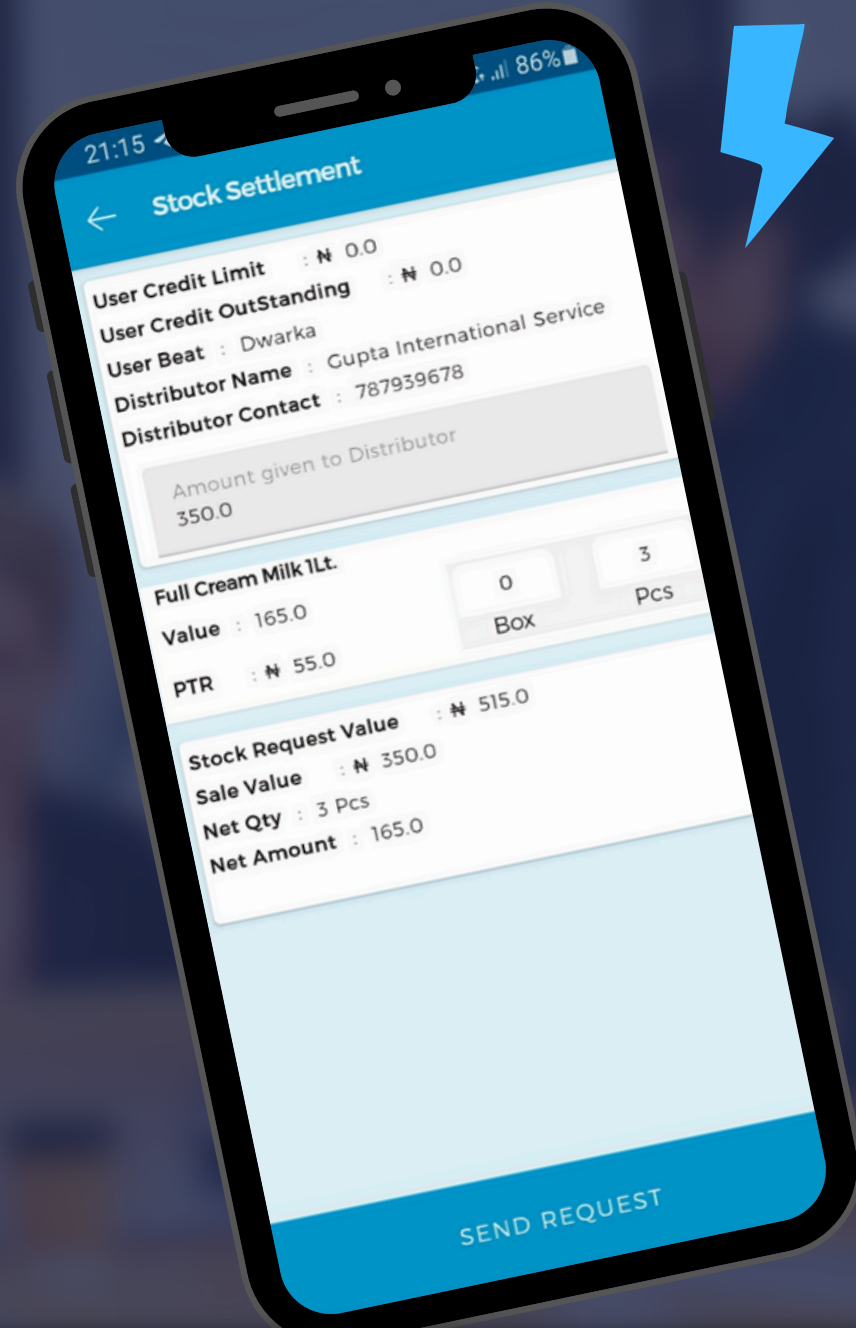
Tailored SFA + DMS Solution proposed to bring clarity, control & efficiency.



Real-time tracking dashboard for sales and market visibility



Automated Stock and Credit Management



Outcome

80% ↑
growth in sales

44%
boost in sales
productivity

50-min
Increase in Retailing
Duration

20 min 
faster day-start

8.78/10 
ratings achieved for
its ease of use

VOICES OF SUCCESS



Our business KPIs in the Open Market have improved remarkably with advanced analytics tracking. Managerial responsibilities are well-aligned and Distributors provide stock in a more regulated manner, reducing pilferages and giving us excellent visibility and control over market operations. Overall, this system has transformed our operations and boosted efficiency at every level.

—
Samir Gandhi
Sales Head - Blume Nigeria



Sales *Simplified*, Distribution *Amplified*.

Experience a smarter way to grow your business with FieldAssist

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