

Everest partnered with FieldAssist for nationwide transformation

See how Everest digitized its sales and distribution network to drive growth across India.



The Problem

Challenges Everest faced in scaling operations

Manual processes and legacy systems limited Everest's growth potential and transparency.



Manual Operations

Field teams relied on manual processes, leading to inefficiencies and errors.



Lack of Visibility

Secondary sales data wasn't validated, resulting in poor transparency.



Scale Issues

Managing multiple SKUs across regions was challenging.



Legacy Systems

Older systems couldn't support dynamic growth and complex schemes.

The FieldAssist Solution

FieldAssist provided a scalable and customizable solution

FieldAssist introduced SFA and DMS solutions, transforming Everest's operations across regions.

Sales Force Automation (SFA)

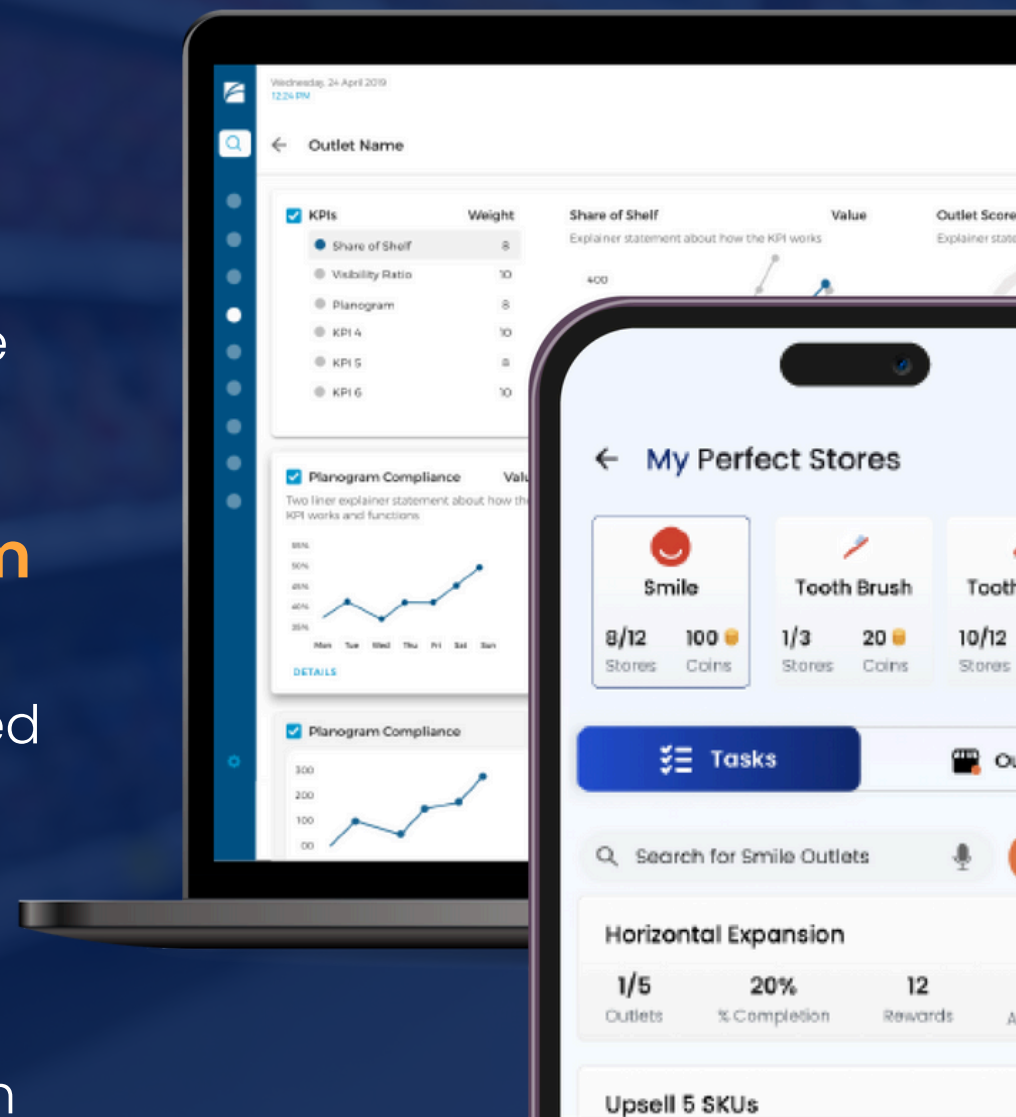
Improved daily sales operations and boosted field rep productivity.

Grid UI

Enabled sales reps to efficiently manage large SKUs and place orders faster.

Distribution Management System (DMS)

- Streamlined processes with structured workflows and automation.
- Rolled out region by region, ensuring uniformity and scalability.
- Comprehensive training and hypercare support facilitated smooth adoption.



Impact

FieldAssist's solution drove faster adoption and transparency

Enhanced efficiency and distributor engagement helped Everest achieve rapid results.



Improved Distributor Engagement

500+ distributors onboarded across East and West India.



Increased Efficiency

Reduced billing time by over 3 minutes per order, saving significant time.



Automation of Processes

Real-time scheme visibility, automated reports, and better stock management.



Scalable Solution

Successful rollout across East, West, and South India marked a nationwide transformation.

Outcome

Everest achieved remarkable operational improvements

A digitized sales and distribution network positioned Everest for sustained growth.

1000+ distributors onboarded

across India, with a target to scale further in 2025.

20+ comprehensive training sessions

conducted for smooth onboarding.



95% of Grade A distributors onboarded

by the end of 2024, with a focus on aggressive expansion.

Enhanced transparency

into field activities and scheme execution, leading to better decision-making.

Conclusion

"FieldAssist empowered Everest for future-ready growth"

With digitized processes and a robust DMS, Everest is set to achieve its ambitious goals.

Replacing legacy systems with modern solutions unlocked new growth opportunities.

The trust and collaboration with FieldAssist laid the foundation for long-term success.

Everest's nationwide scale-up serves as a model for digital transformation in the FMCG sector.

VOICES OF SUCCESS



FieldAssist has truly been a game-changer for us. Our team feels more empowered now, with real-time data at their fingertips and simplified processes that save us so much time. What we appreciate the most is how easy it has been to reach even the remotest corners of the country, ensuring we never miss a beat. It's not just about numbers; it's about creating a smoother workflow that keeps everyone - from our distributors to our sales reps - happy and motivated.



Raunak Desai
CIO, Everest



EVEREST

Sales *Simplified*, Distribution *Amplified*.

Experience a smarter way to grow your business with FieldAssist

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