

A Premier Cola Brand

Leads the Way in **Sales Innovation** with SFA



Overview

The company aims to revolutionize sales operations with a single, mobile-first platform. The goal? Simplify daily tasks, enhance productivity, and drive data-backed decisions.



The Challenges



A non-mobile-friendly SFA hindered adoption.



Disjointed apps caused inefficiencies.



Poor route planning led to missed outlets.



No real-time sales visibility.



48-hour delays in new outlet activation.



The Solution

FieldAssist introduced a powerful mobile-first SFA, delivering:



Task Management:

Guided store visits for sales reps.



Route Optimization:

AI-powered coverage planning.



Live Dashboards:

Real-time performance tracking.



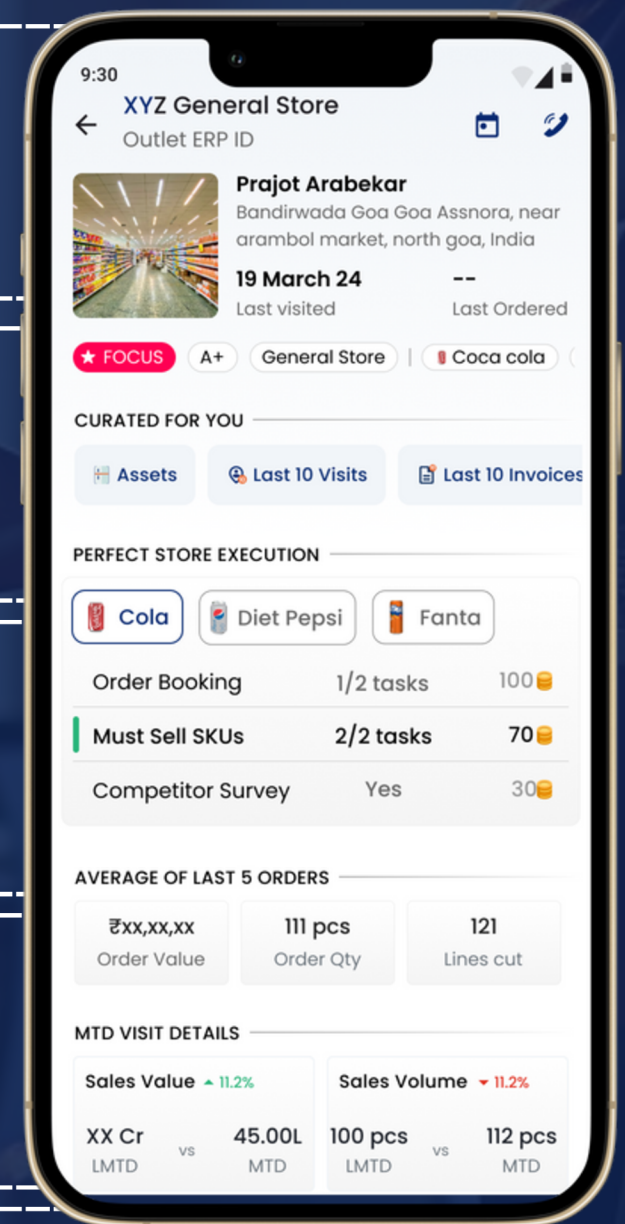
Faster Outlet Activation:

From 48 hours to just 30 minutes.



Image Recognition:

Intelligent SKU tracking for better upselling.



The Outcome



2500+

active users leveraging the new SFA solution



12-week

successful implementation timeline from pilot to full rollout



98%

geo-Compliance achieved



99%

reduction in outlet activation delay, From 48 hr to 30 min



540

productive outlets achieved in 2 months

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Partnering with FieldAssist was all about making our sales operations impeccable and efficient. The mobile-first SFA solution has brought unparalleled efficiency, from streamlining outlet visits to optimizing route plans. The integration of real-time dashboards has transformed the way our managers make decisions on the field. What used to take 2 days now happens instantly. This is the kind of agility we need in today's fast-paced market. FieldAssist has truly helped us bridge the gap between strategy and execution.

Senior Sales Director



Sales *Simplified*, Distribution *Amplified*.

Reimagine sales. Rethink strategy
with FieldAssist

Let's Talk!

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