

SAR Group Elevates SFA to Market-Winning Heights with FieldAssist





SAR's Vision

SAR Group envisions a future where sales teams act with precision and agility.

Their goal? An intelligent, tech-driven ecosystem that unlocks new growth avenues.

The Problem



Limitations with Existing SFA

Lacked agility to adapt to market changes



Limited Actionable Insights

No real-time data, leading to reactive decisions



Inefficient Sales Planning

No forecasting tools, causing resource misalignment



The Solution



Smart SFA Features

Brought agility with real-time workflows



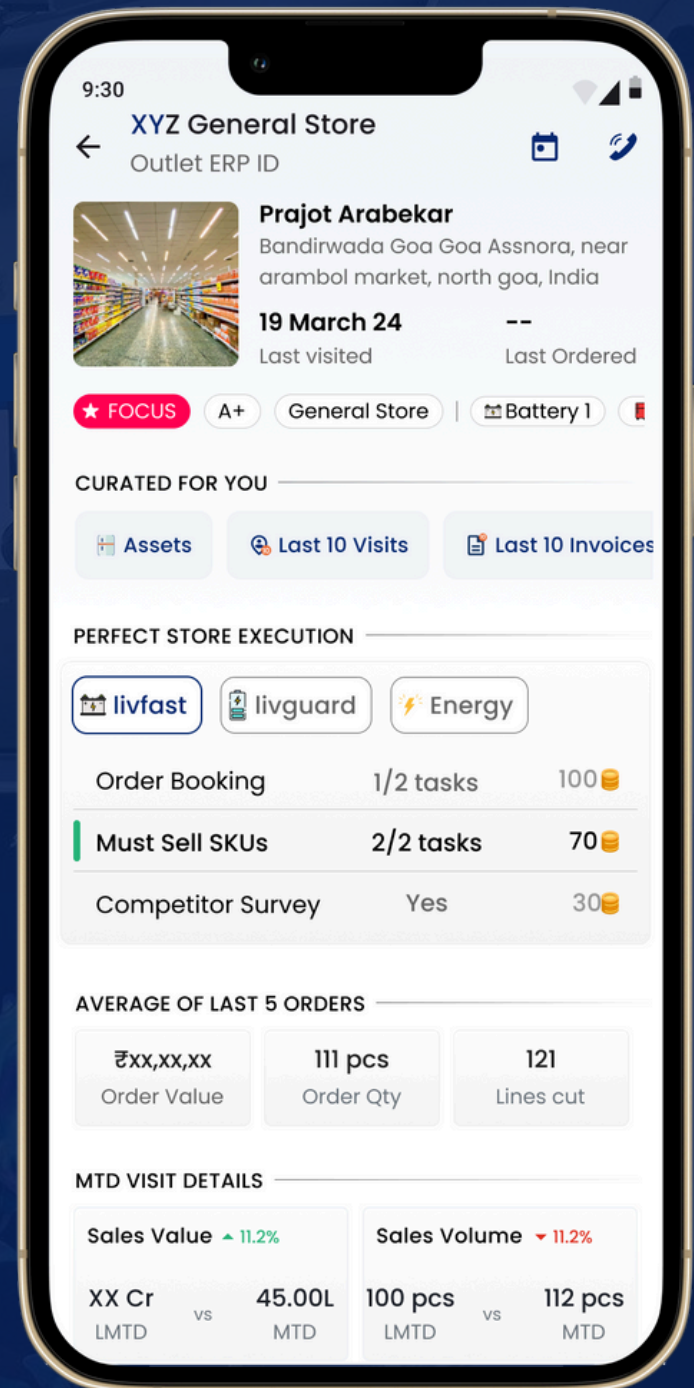
FA Engage

AI-powered nudges enabling proactive decision-making



Cue Cards

Data-driven forecasting for optimized sales planning

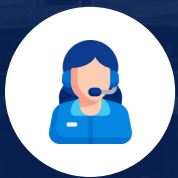


The Solution



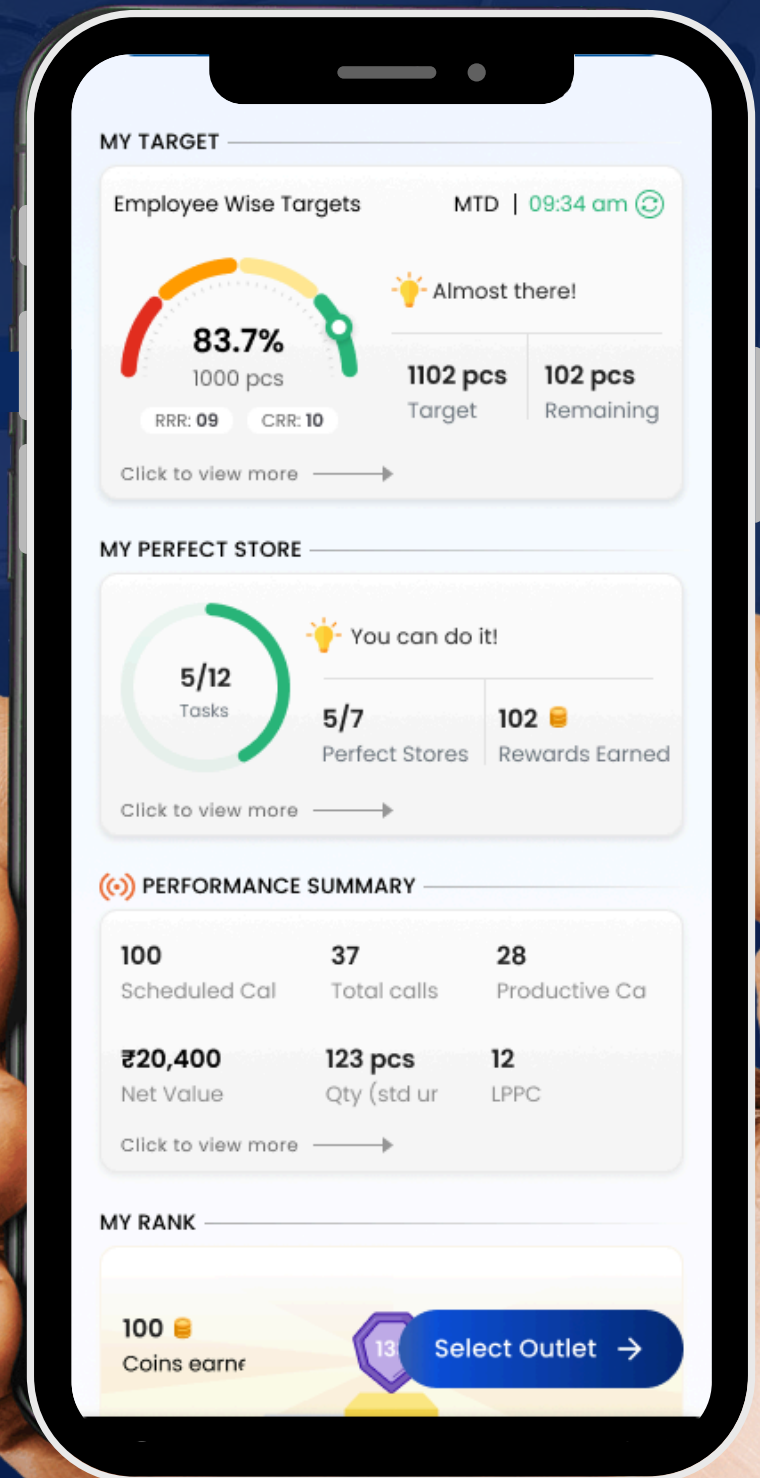
Huddle Dashboard

Data-driven forecasting for optimized sales planning



Hypercare Personalization

Level 2 dashboards with Advanced BI module provided to track performance in FA Analytics



The Outcome



56.75%

adoption of SFA features



2 LPC

Achieved, Driving Efficiency



60%

Average PC Achieved



10 Avg

TC Achieved



23 KRA

Based Nudges integrated
in FA Engage



3 Lakh+

Std quantity ordered from
SFA solution

SAR



Our handshake with FieldAssist marks a significant leap towards company's betterment. The team were quite proactive in addressing inefficiencies in our system, and brought technologies that perfectly addresses our pain points. We are glad that we decided to go with FA as our a strategic technology partner.



Abhishek Pandey
Senior General Manager



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