

AWL Agri Business Digital Leap: **Transforming Sales** with FieldAssist

How one of India's leading FMCG giants redefined operational efficiency through tech-led sales transformation.



The Vision?

AWL Agri Business LTD aims to bring excellence in sales & distribution via digital technologies.

Their main motto was to:



Build a future-ready sales and distribution ecosystem



Adapt to price shifts in real-time



Expand rural and semi-urban reach



Enable data-led field operations

The Problem?

Operational Complexity Was Holding Them Back. AWL faced:

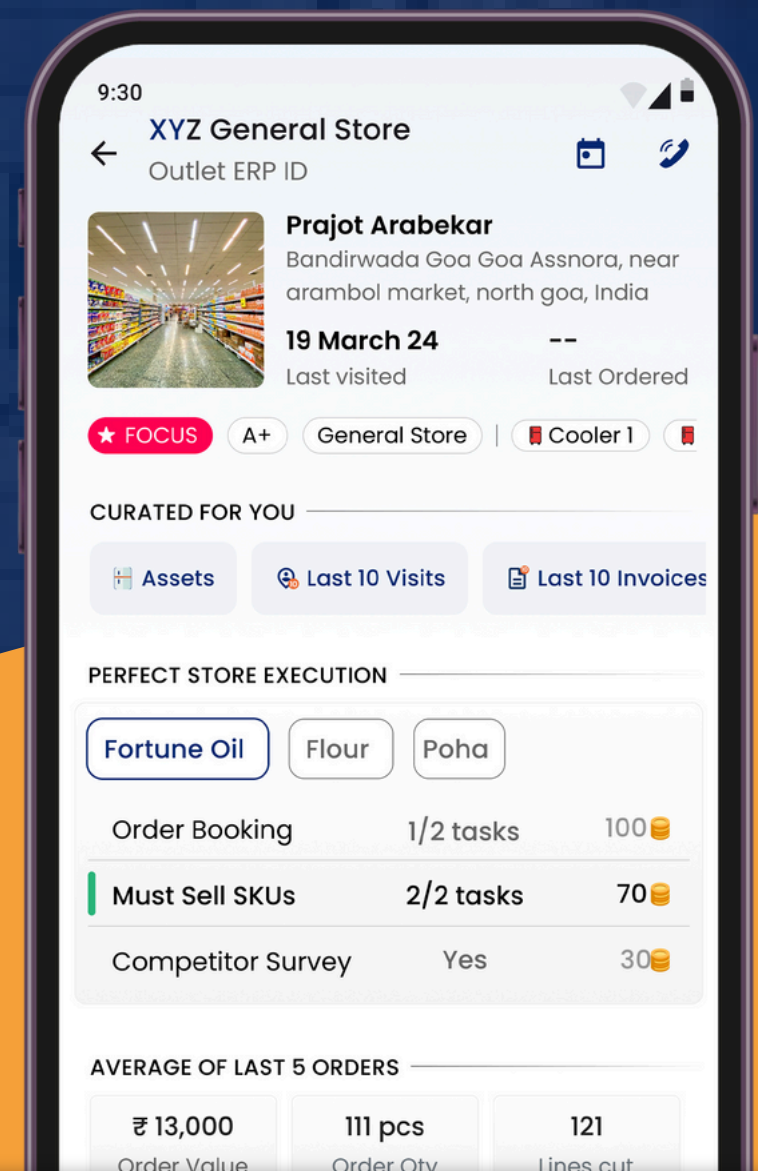
- Manual sales tracking
- Inconsistent pricing in volatile markets
- Low rural market visibility
- Inaccurate outlet data and beat plans
- High out-of-visit-call volumes



The Solution?

FieldAssist delivered a unified, data-driven sales engine with the following solutions

- Smart Sales Force Automation
- Van Sales Enablement
- Rural Expansion Support
- Editable PTR
- Data lake integrations
- Mobile DMS



The Impact?

AWL, with the right set of FA solutions, was able to drive operational excellence and achieved:



77%

growth in productive calls (PC)



55%

drop in out-of-visit calls (OVC)



63%

surge in total calls (TC)



10 min.

reduction in first-call time



2X

lines per call (LPC)



Partnering with FieldAssist has helped us bring greater discipline and agility into our sales and distribution network. By simplifying execution, improving visibility, and enabling smarter decision-making, we have been able to reach more markets, serve retailers better, and drive consistent growth.

Jignesh Yagnik
GM-IT, AWL



Want to Build a **Future-Ready Salesforce** Like AWL?

Empower your team with the technology
that scales as fast as your ambition.

Let's Talk!

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