



wipro consumer care & lighting

Wipro Lighting Expands Market Reach with **FieldAssist SFA**, Achieving <50% Beat Coverage

Discover how a strategic partnership enhances operational efficiency and optimizes sales force management, empowering Wipro Lighting to strengthen its market leadership in a competitive landscape.



Overview

Wipro Lighting, a pioneer in the lighting and FMCD sectors with over 30 years of industry expertise, is focused on enhancing operational efficiency, harnessing digital intelligence for data-driven decision-making, and driving market expansion to close performance gaps and accelerate market growth.



Main Challenges

Zero Sales Visibility

- Fragmented data across touchpoints
- Absence of real-time performance tracking
- Inability to make data-driven decisions



Manual Data Collection

- Inefficiencies in data collection
- Delayed in insights and reporting
- Challenges in demand forecasting & supply chain



Limited Visibility on Outlets

- Lack of geo-tagging capabilities
- Limited territory management
- Uneven market penetration



Inefficient Sales Processes

- Absence of standardized workflows
- Inefficient resource utilization
- High TAT and missed sales targets



Solutions Implemented

Retailer SFA for Streamlined Sales

- Real-time access to sales insights
- Streamlined order placement
- Transparent sales performance tracking



B2B Partnerships

- Developed a project holder's module
- Improved partnership coordination
- Optimized strategic sales execution



Enhanced Visibility & Accountability

- Geo-tagging for location-based insights
- Attendance tracking for better accountability
- Sales performance dashboards



Learning Management System (LMS)

- Implemented LMS within three months
- Enhanced onboarding and upskilling
- Improved sales effectiveness across the workforce



Solutions Implemented

Outlet Data Sanitization (ODS)

- Structured data collection
- Phone number capture & OTP verification
- Selfie uploads for approvals
- Precise geo-location tracking for accuracy



Automated Reporting & Performance Analytics

- Elimination of manual errors
- Comprehensive insights into sales patterns
- Real-Time visibility into demand and distributors



Territory and Outlet Management

- Optimized field routes for maximum efficiency
- Identified untapped market potential
- Increased retailer coverage



Real-time Information Access

- Access to live reports and analytics
- Faster decision-making
- Improved resource allocation



The Outcome...

With FieldAssist, Wipro Lighting achieved



80%

of Crucial Data
Managed via SFA



35%

Increase in
Outlet Coverage



4.5

Average PC
Per Day



14%

Average TC
Per Day



2+

LPC Hike

VOICES OF SUCCESS



SFA has helped us in analyzing our route-wise sales and making the optimal utilization of our resources. With daily sales figures, we were able to question the working of our field team and thereby increasing daily productivity. Issues faced by team was promptly solved by the backend team at Field assist



Rajesh Kannath
NSM, Wipro Lighting



Sales *Simplified*, Distribution *Amplified*.

Experience a smarter way to grow
your business with FieldAssist

SOUTH ASIA | SOUTHEAST ASIA | MIDDLE EAST | AFRICA