

# Case study

Customer	<b>CavinKare</b>
Industry	FMCG
The challenge	Capture audit information from the market and collect it at the head-office in a consistent way.
The solution	Auditors use Nokia Tej to collect and submit market information and reports can be generated easily.
The Nokia Tej edge	Reduced paperwork, real-time market updates and data flow in a structured manner for analysis.

## LEVERAGING MOBILE TECHNOLOGY FOR GREATER SALES STAFF PRODUCTIVITY

CavinKare is a large fast moving consumer goods (FMCG) company based out of Chennai. With primary focus on personal care, CavinKare mainly addresses the mass market.

CavinKare has multiple successful brands in its portfolio, including Chik, Nyle, Spinz and Fairever. Chik is its flagship brand, that is the market leader in many markets in South India. The company has aggressive growth plans for the next 3-5 years. Having established a strong distribution network over the past 25 years, they now need to take on the larger national players to increase their market share.

As a step towards making its distribution network more efficient, the company has implemented Nokia Tej for its distribution audit process. One of the early benefits that has been realised is greater productivity of its sales and marketing staff.

### The Challenge

Mr C.K. Ranganthan, current Chairman and Managing Director founded the company in 1983. Over the past 25 years, the turnover of the company has grown to over Rs. 8800 million. Currently, the company has an employee strength of 1520 and an all India network of 1300 stockists catering to approximately 25 lakh outlets nationally.

CavinKare was amongst the first companies to offer products in sachets to the rural customer. By targetting the rural market, the company managed to carve a niche of its own. However, to continue to grow at historical levels, they now need to establish their presence nation-wide across market segments.

With a keen understanding of the importance of technology, the company has implemented SAP along with distribution and vendor management systems. A lot of information is already present to back up decision-making with numbers and to orchestrate differentiated marketing strategies across multiple markets.

“A key gap in our distribution data is the information on the real-time sample checks being carried out by our distribution audit team at the retailer outlets” observes

-Visvanathan,  
General Manager, Marketing



# Case study

A team of 30 people carries out sample checks on the CavinKare retailer community on a daily basis. This information is captured manually. At the end of the day, each auditor needs to go to an internet cafe to upload this information for it to flow into a central system. As expected, problems abound; internet access is more often than not a challenge in the rural areas. Often, the team member gets so busy in the market, they wait for one or even two days to collect all information before entering it.

“Precious time is lost in information transfer. In the highly competitive FMCG industry, every day and every customer is important,”

–Visvanathan

## The Solution

In March 2010, the company implemented Nokia TeJ to automate its distribution audit process. The implementation was piloted in Tamil Nadu with a pan-India roll-out over the next two months. All 30 members of the audit team were given Nokia handsets with Nokia TeJ loaded and customised for their use.

“We worked very closely with the audit team to customise Nokia TeJ for their seamless use,” observes Ashish Kaistha, Head Key Accounts, Nokia TeJ.

Hands-on training was given to the team on how to use the application. With the implementation of Nokia TeJ, distribution audit data flows on a real time basis to the central system. The 150 member strong sales team, including the Area and Regional Sales Managers, now have the option of accessing this information and making decisions on a real-time basis.

With Nokia TeJ, the auditor enters the data as he is travelling from one retailer to the other, thereby avoiding the end of day rush. Information is captured on all the CavinKare brands vis-a-vis competitor brands.

## The Nokia TeJ Edge - Benefits

“Nokia TeJ has significantly increased the productivity of the audit team. The 2 – 2.5 hours spent keying in the data is now being redeployed towards more productive activities,” Visvanathan, General Manager, Marketing.

### Enhanced productivity

Before the implementation of Nokia TeJ, data gathering and entering into the system were all manual. Each member of the team finished the market visit by 2:30 - 3:00 pm and spent time from 4:00 pm to 6:30 pm keying in the data. With the implementation of TeJ, there is no extra time spent in keying data. The audit team member enters data on a real-time basis. The organisation is planning to redeploy this time towards other productive tasks, thus increasing productivity.

### Real-time data for accurate decision making

Data is now reaching the headquarters on a real-time basis instead of the typical 24 hour delay when the process was manual. CavinKare prides itself on being an IT enabled company and lays great emphasis on basing decisions on numbers and statistics over gut-feel based decision making.

Given the success in the distribution audit area, the company now plans to roll out Nokia TeJ for its order capturing process across the field sales force.

