

A Leading FMCG Giant's Journey From Associate Misalignment With The Brand To Productivity Boost

Background

- A leading FMCG company, having a diversified presence in FMCG, Hotels, Packaging, Paperboards & Specialty Papers, and Agri-Business
- Client's world-class FMCG brands have garnered encouraging consumer franchise within a short span of time

Challenges

- Issues in maintaining the integrity of their brand promise across multiple relationships and channels
- Employee exclusivity was compromised and there existed headcount mismatch
- Social security was not rendered
- Loss of productivity due to poor tracking

Solution

- Identified major roadblocks and managed their sales associates end to end
- Streamlined the onboarding, induction, communication and training process
- Automated and provided visibility in the hiring and payroll process
- Implemented a robust compliance management mechanism
- Started tracking productivity actuals and generated insights for the clients and distributors

Outcome

Clear visibility and tracking control through TeamLease integrated technology stack and personalized connect with associates helped an increase in productivity (no. of days present) by 5%. There was a remarkable decline in associate attrition and many ghost sales associates were identified.

