



FMCG

AUTOMATING DAILY SALES TARGETS FOR A LEADING FMCG BRAND USING WHATSAPP BOT

Status: Completed

A major FMCG company needed a scalable and easily accessible system to deliver personalized sales targets to its field force across regions. With a large team on the ground and constant product movement, there was a need for real-time communication that didn't rely on apps or portals—just a tool sales teams already used every day.

Challenges

- **Lack of Individual Targeting:** Daily targets were not being customized or communicated efficiently to each salesperson.
- **Low Engagement with Existing Tools:** Mobile apps and dashboards were underutilized by the on-ground sales teams.
- **Manual Dependency:** Reporting and communication were slow, with no two-way flow of updates.
- **Need for Real-Time Tracking:** Sales managers lacked visibility on whether targets were viewed or acknowledged.

Solutions

- Developed a WhatsApp bot to send daily, personalized sales targets directly to each team member.
- Integrated the bot with internal sales systems to automate message generation and delivery.
- Daily sales report generation

Results Delivered



Easy report generation on familiar and frictionless platform



Significantly higher engagement compared to mobile apps and emails.



Faster response from the field, improving sales alignment and accountability.



Scalable setup ready to expand across teams, products, and geographies

