How Borosil Achieve
33% Above Target Sales
With the Help of AI

Read more to know how the AI helped

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The client is a top kitchenware manufacturer in India

The Problem

The hardest market to sell in is India.
It fluctuates more than a teenager's mood swings
And the scenery changes every mile you walk

Our client, the **biggest kitchenware manufacturer** in India, faced the brunt of this volatility.

Despite their established market position, they sought to further optimize their sales strategy to adapt to **evolving customer expectations** and market trends by **leveraging technology.**

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The Challenge for Sales Reps

Our client's sales reps struggled to pitch the right products to retailers/
wholesalers. With **900+ SKUs and hundreds of shops to target,**
personalizing product recommendations was nearly impossible

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Meet Narayan

A sales rep targeting to cover six shops today

Sales Reps

However, the first shop itself **consumed an hour of his time** as the manager was busy tending operations and customers

Not being able to **filter out the right products led to a trial-and-error approach** that wasted time. Relying on gut feeling didn't cut it

Narayan's frustration was palpable. Tailoring his **recommendations for every single shop** with limited time became increasingly difficult

Pain Points

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Time Constraints

Limited time to visit multiple stores and engage with retailers

Product Knowledge

Difficulty in identifying the most relevant products for each store

Inefficient Sales Cycles

Time-consuming discussions and negotiations

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Our Approach

01

We conducted thorough business analysis and market research for our client. We **scrutinized their operations, sales data, and industry trends** to gain insights into their specific challenges and opportunities.
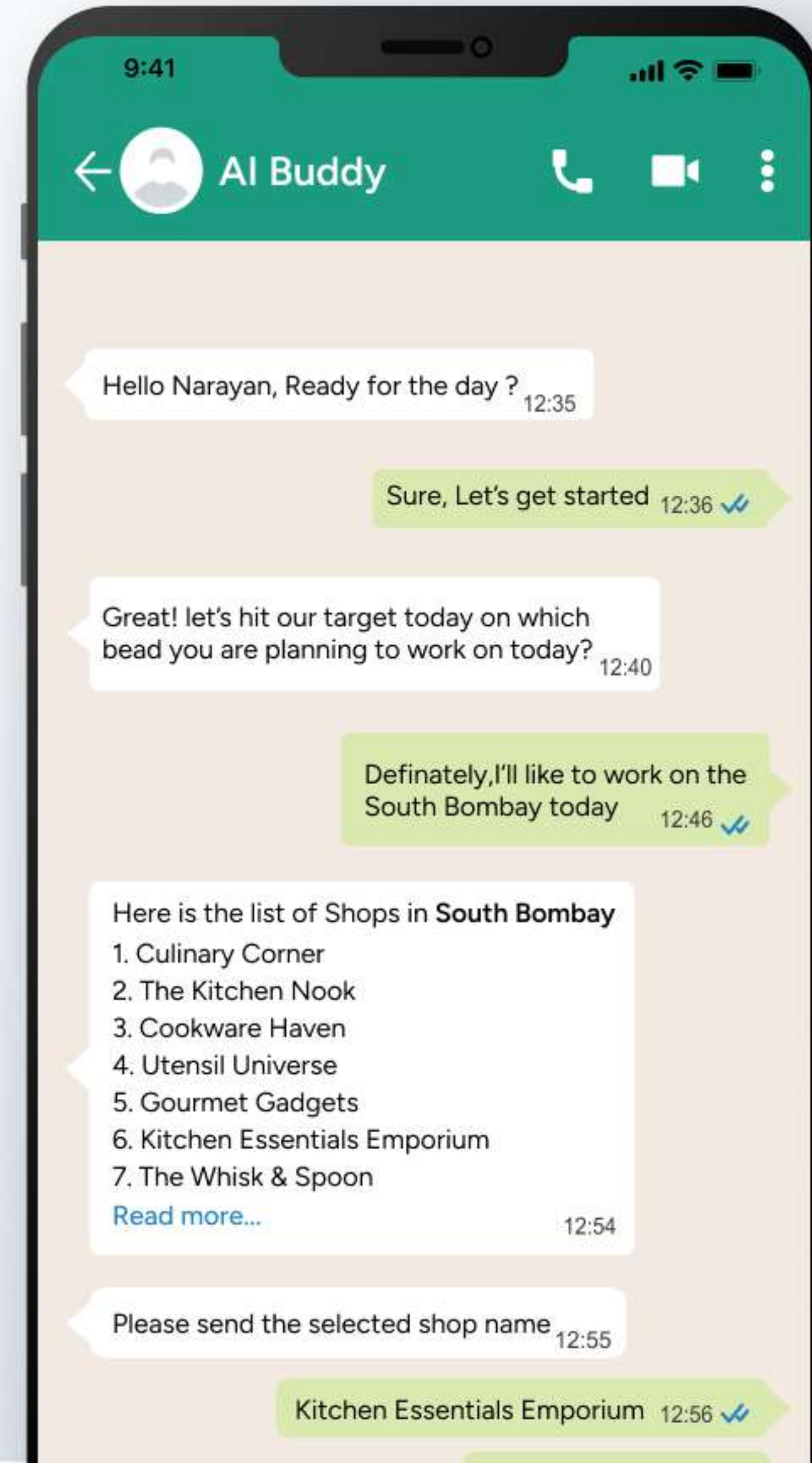
02

These insights laid the foundation for us to implement our solution. As a market leader, our client had the unique opportunity to **pioneer the adoption of AI technology**, solidifying their position as an industry innovator.

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Our Solution

We developed an **AI sales assistant and integrated it into WhatsApp.** The assistant leverages predictive analytics and historical data to **forecast which SKUs have a higher chance of sale for each shop.** Here's how it transformed the life of Narayan

Now, Narayan is greeted by our AI sales assistant on WhatsApp when he starts his day. It provides a list of all the shops in the city, and Narayan selects the shops he is going to visit on his beat that day. Based on his selections, our **AI assistant recommends the top SKUs to pitch for each shop**

AI Buddy

Hello Narayan, Ready for the day ? 12:35

Sure, Let's get started 12:36

Great! let's hit our target today on which bead you are planning to work on today? 12:40

Definately,I'll like to work on the South Bombay today 12:46

Here is the list of Shops in **South Bombay**
1. Culinary Corner
2. The Kitchen Nook
3. Cookware Haven
4. Utensil Universe
5. Gourmet Gadgets
6. Kitchen Essentials Emporium
7. The Whisk & Spoon
Read more...
12:54

Please send the selected shop name 12:55

Kitchen Essentials Emporium 12:56

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The Change

Our AI sales assistant analyzes past sales and discrete factors to **forecast the exact** products that will be in demand.

After completing three shops within two hours, Narayan covered eight shops for the day, **33% higher than his target.**

01

Narayan stepped into the first shop and pitched the recommended products. As those were **the exact products out of stock**, he was able to close deals quickly without much to and fro. The manager placed the order and Narayan was free to visit the next shop

02

In the second shop, the manager greeted Narayan and **asked for a stock of 5 microwaves.** Narayan rechecked the **recommendations from our AI assistant** and the **microwave was the first** one on the list

03

With two shops down, Narayan visited the third one. **He pitched toasters based on the recommendations of our AI assistant.** However, to his surprise, the manager claimed there was no need for toasters. Upon a little nudge, **the manager checked his stock and found toasters to be out of stock.** He immediately placed an order for 12 toasters.

04

Our AI sales assistant **finds hidden trends and patterns** that are usually overlooked by humans. It provides **hyper-personalized upselling opportunities** that are impossible to detect by both sales reps and retailers.

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Key Outcomes

Increased Efficiency

Our AI sales assistant took care of all the research work and **provided personalized recommendations**, saving time for sales reps to focus on what they do best

Increased Sales

Hypersonalized product recommendations and upselling **increased overall sales by 15%**

Higher Productivity

AI-empowered sales reps to **produce 33% higher output**