Nation-Wide Deployment for Aftermarket Business of a Top-5 Auto OEM

Digilytics RevUp, AI-CHARGES YOUR REVENUE ELEVATION

✓ Pre-built and Proven solution for Auto Aftermarket built on world-class future proof AI technology

✓ Developed by an experienced team of Auto, Data Science and Technology experts

✓ Minimal upfront investment of a secure SaaS product bolted on to any sales system

✓ Clear roadmap including predictive analytics for product lifetime expectancy and market potential

✓ Digilytics approach is based on voice of mechanic and understanding of how engagement should be enhanced

✓ Digilytics is a nimble and flexible AI technology startup with a deep focus on the Auto Aftermarket business

The Auto Aftermarket Challenge

Aftermarket market penetration was sub-par and sales growth was anemic, the company was facing a challenge to identify the underperforming parts of the business across the country.

Our client, one of the top 5 auto OEMs in India wanted to have a solution for its aftermarket sales. This was because they had a vast and deep network of 100+ distributor and 30000 retailers in the country. It became evident that managing analytics for aftermarket sales for such a network would be an arduous task.

The client's aftermarket business was huge. Granular insights were required such as what SKUs they were selling, and a clear strategy to be implemented.

There was a need to maximize the revenue and have an automated solution for the following:

- Meeting the needs of the senior and the field force management regarding the parameters they wished to assess daily regarding geography/area/distributor/retailer level.

- Collaboration between the client's management and the distributors of the client to optimize the sales of aftermarket spare parts.

- All India deployment of the solution to get a better picture of aftermarket sales.

How the Product Helped

Using Digilytics RevUp product the client was able to go live in a short span of time. RevUp performed the following using its big data analytics platform:

- Insight driven analytics by ingesting daily primary & secondary sales data
- Implemented for more than 100 distributors, 30000 retailers and covered almost 2000+ SKUs of the client.
- RevUp created an intelligent platform to enhance collaboration between the client's management team and the distributor of the client in terms of the insights
- Identified the underperforming aftermarket parts (in terms of the potential they could reach and at a geo/area/distributor and retailer level.)
- Enabling executives to share data & observations real time
- Intelligent chat assistance to answer all the queries.
- Real time recommendations regarding cross sell and upsell of spare parts.

Business Impact

- RevUp was implemented for the company sales force and more than 100 Distributors and 30,000 Retailers nationally covering more than 2500 SKUs.

- RevUp created an intelligent platform with insights for the Sales Force and Distributors to collaboratively drive sales.

- Invoices across all states for Primary, Secondary sales data and Service data are automatically ingested daily.

- Increase in average sales in Retailer Clusters

- RevUp helped in driving revenues with a focus on "selling the right SKUs to the right retailers and reducing the risk of attrition".

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