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

✓ Digilytics influencer approach is based on voice ofmechanic 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

The company was facing a challenge to grow the underperforming parts of the aftermarket 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 distributors and retailers in the country. It became evident that managing sales for aftermarket business for such a network would be an arduous task.

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:

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- 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 all distributors in India, 20,000+ retailers and covered more than 2000 SKUs
- RevUP created an intelligent platform to enhance collaboration between the client's management team and the distributor of the client
- 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 queries

Business Impact

- The sales executives were able to have a better understanding of the market behavior and their presence in the aftermarket

- 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

- 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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