



Case Study

Organizational Diagnostics

About the Client

The Client is one of India's leading FMCG conglomerates in Packaged Foods, Beverages and Consumables. Over the years the brand has grown consistently to its current position and is synonymous with a brand that has a strong recall amongst consumers.

Client Requirement

The FMCG market is extremely competitive with a plethora of brands operating in this space, which are in a constant fight for gaining market share. The client wanted to boost its sales force productivity in the market segments it currently operates while pursuing profitable new product and market segments.

The client engaged with CREATING VALUES to create a framework and design strategies that would achieve its vision for growth. The strategies crafted were on the basis of development of its People, Streamlining Processes and Technology.



CREATING VALUES Approach

The team of CREATING VALUES, with a combined experience of analytical approach and our expertise in Business Strategy, HR and IT help clients take their organizations to the full potential.

The project involved diagnosis of the Sales, Marketing and HR Functions to provide Key decision makers and Management Team with a clear view on how to allocate scarce organizational resources to achieve superior business performance.

Methodology

The Project began with an assessment of how People productivity could be improved through interactions across employees of multiple functions such as HR, Sales and Marketing. Insights garnered from these meetings, together with sales and market trend analysis, and CREATING VALUES's understanding of the FMCG market in India, were then used to develop an appropriate growth roadmap for fulfilling the outcomes of the diagnosis. The Key Facets of the project were as follows:



In-depth and collaborative analysis of the current environment.



Workshops that would help in bringing teams together.



Management Interactions that would help in providing understanding of the strengths and challenges which are underpinning performance and would help an organization prioritize and focus on the essential few outcomes and underlying disciplines required to improve performance.



Strategic Roadmap with Recommendation on Must to Haves and Nice to Haves.



Gathering Internal Employee perspectives through one-on-one interactions and Focused Group discussions.

List of Deliverables



Online Survey

Conducting a Comprehensive Online survey that would help in determining the organization climate. It assesses the firm on how it performs across various parameters.



Strategic Plan

Strategic Plan of action for Improving work culture and work environment and creating ownership and synergy to gain maximum potential from employees



Framework

Framework to boost the efficiency of Sales Operations and how the customer buying process can be enhanced.



Design Initiatives

Designing initiatives to help build Market share which would include an increase in its customer base.



Training & Development

Strategic Plan of action for Continuous employee training and development for all levels.



Impact on Client Business

CREATING VALUES worked with the client to boost people productivity and enabling a more efficient and customer-centric sales force. The client is reaping benefits of enhanced productivity gains, a better overall customer experience, greater customer loyalty, and reduction in sales Attrition rate.

Let's Connect!

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