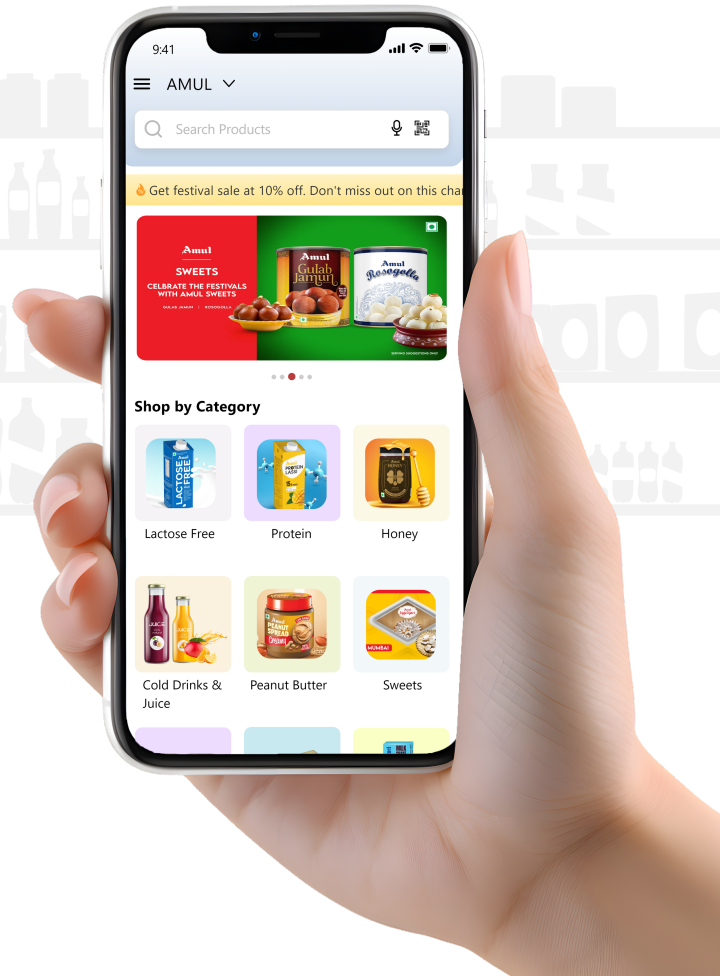# How Amul Achieved a 40% Surge in Orders with the Botree Retailer App

About Amul

Established in 1946, Amul is a leading FMCG food company in India and Asia's largest dairy producer, ranking eighth globally. Known for its quality dairy products, Amul was one of the early adopters of technology to automate sales and drive growth.

This case study delves into how Amul gained a 40% increase in orders during off-peak hours through the implementation of the **Botree Retailer App.**

The Challenge

Amul faced significant hurdles in reaching out to their retailers and providing complete visibility into their full product range and latest product launches. With sales reps having only a few minutes during their outlet visits, it was challenging for Amul to effectively engage retailers during peak business hours and build stronger interpersonal relationships.

Furthermore, Amul noticed their sales reps lacked motivation to cover all outlets upon achieving their daily targets, leading to **potential miss-outs on valuable business opportunities and poor customer service quality.**

> *We were getting feedback that many times salespeople were not visiting the outlet once they achieved their daily target goal. For instance, if there were 40 outlets assigned to their beat, they would only visit 25. Once they secured orders totalling their daily target, let's say 1 lakh rupees, they would conclude their day without attending the remaining 15 outlets.*

Anil Badaya
Manager - Systems, Amul

**In addition to ineffective brand communication, Amul's challenges included:**

» Sole reliance on sales reps for order capture and brand communication

» Limited visibility into retailer satisfaction

» Poor scheme management and implementation

» Difficulty in reaching remote areas due to high salesperson operating costs

To resolve these impeding challenges, Amul required an effective tool that would enable them to directly engage with retailers and diversify their mode of communication.

How the Botree Retailer App Helped Amul

Amul's ongoing vendor engagement with Botree Software for managing their distribution led them to adopt the Botree Retailer App to streamline brand communication and address the persistent challenges effectively.

The mobile application not only diversified communication channels for Amul but also significantly improved the retailer experience, thereby reducing Amul's sole dependency on salespeople to communicate and capture demands from retailers.
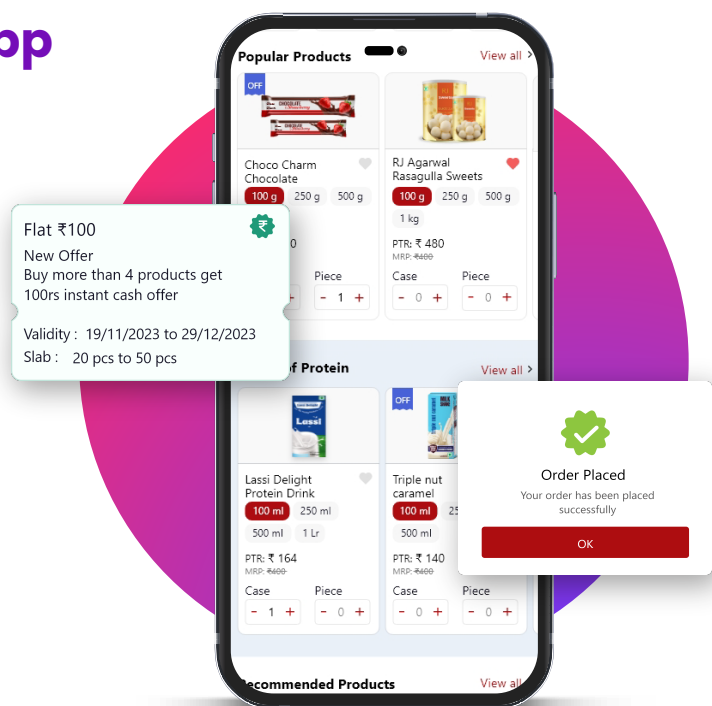
With the implementation of the Botree Retailer App, retailers could now gain complete visibility into Amul's product range, view distributor stock positions, pricing, and schemes, and seamlessly place orders anytime, anywhere. **This enhanced convenience resulted in a notable increase of approximately 40% in orders being placed outside of regular business hours, indicating that retailers prefer placing orders during off-peak times.**

With retailers being able to place self-orders, Amul enabled their sales reps with the advantage of time. Sales reps could now spend more time on A-list or high-performing outlets, nurturing meaningful relationships and boosting profitability. Moreover, the Botree Retailer App enabled retailers to order products from multiple distributors. This empowered Amul to capitalize on new business opportunities and expand its market share.

> *Another valuable feature of the Botree Retailer App is the ability to place orders for SKUs that are not in stock with the distributor but are available at the Amul branch. These orders are routed directly to the branch, ensuring retailers can access the desired products. This feature is particularly helpful for launching new products."*

Ajay Sheth
Head of IT, Amul

Customer Highlights!

3 reasons why Amul chose Botree Software:

Customer-Centric

Responsive and Reliable

Experienced Professionals

Key Results

Using the Botree Retailer App, Amul was able to:

Streamline communication with retailers

Boost product awareness and build brand loyalty

Increase orders by 40% outside of business hours

Improve retailer experience and customer satisfaction

About Botree Software

Botree Software is a pioneer and leader in DMS, SFA, and Analytics solutions, empowering businesses to enhance retail execution. With a legacy of over 25 years, the Botree Product and Insights ecosystem empowers more than 60 blue-chip customers, 93,000+ distributors, 33,000+ active sales representatives, and over 5 million retail stores, driving increased market share, revenue, and profit for its customers.

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