

India's most valued FMCG adopts iFIX Service Automation

ITC is one of India's foremost private sector companies and a diversified conglomerate with businesses spanning Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology. As country's leading FMCG marketer over the last decade, ITC's new Consumer Goods Businesses have established a vibrant portfolio of 25 world-class Indian brands that create and retain value in India. With over 2500+ distributors

spread pan India; ITC's key imperatives are to boost sales volume through smooth running of the distributor partner operation to drive secondary market growth, that in turn increases sales volume and higher margin for each distributor. iFIX service Automation jointly with TCS (Tata Consultancy Services) enabled ITC in improving their top line revenue, real-time visibility of distribution and faster inventory turnaround.



AT A GLANCE

Customer: ITC Limited

Website: <https://www.itcportal.com>

Customer Size: US\$ 11 Bn Revenue,
36,500+ employees

Country: India

Industry: FMCG Conglomerate

Products and Services: iFIX & Microsoft



iFIX Solution, Tata Consultancy Services, ITC & Microsoft Azure

Customer Challenges

Before iFIX, TCS (Tata Consultancy Services) used to provide services using a home-grown, on-premise solution to drive ITC's Wholesale Distributor Partner operations, that had a very long resolution cycle, with 100% cases used to get resolved thru reactive mode only. This human lead manual process often caused delay in finished goods inventory turnaround across 2500 plus wholesale distributors spread pan India. It used to significantly impact distributor's operations with loss of working days, leading to loss of weekly sales target by Distributors, Branches and Regions. It was further impacting inventory stagnation, damages and eventually losing distributors.

Customer Service Automation for Distribution Partners

iFIX Intelligent Service Automation Cloud solution for Distributor Support, brought complete visibility to all stakeholders across TCS, ITC and Distributors, with a 78% reduction in resolution Turn-around-time (TAT). 25%+ cases resolved thru intelligent Detection and Prediction led Recommendations. iFIX Service Automation provided real-time monitoring & onboarding of Distributor's operation, enabling additional available hours for business (2+ days/week). It triggered more sales with same resources, enabling 40+ new distributor-ship requests every month. iFIX is in use since 2+ years now driving smooth flow of service operation across TCS team and ITC - helped customer to achieve more than 99.5% performance compliance and contract renewal for TCS.

Customer Benefits

iFIX facilitated Top line growth - protection of Branch-wise and Distributors-wise Revenue. Enabled customer adding more net new Distributor on monthly basis. iFIX Service Automation brought in visibility to improve Bottom line - Faster inventory turnover across the finished goods supply chain: Manufacturing – Warehouses – Distributors – Retailers. Delivered reporting automation for TCS and ITC stakeholders with Real-time Responsive KPI dashboards. Accelerated sales performance by Distributors.

**10,000+
Customer
Services /
Month**

**99.5%+
Business KPI
Compliance**

**Accelerated
Sales
Performance
by Distributors**