BOROSIL®

15% Sales Boost & 33% Productivity Uplift in Just 7 Days

How Navsoft's Data Scientists helped Borosil empower their sales reps to sell more and smarter.
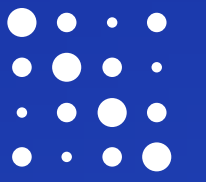
Client

Borosil, a 100-year-old kitchenware manufacturer, has 1000s of SKUs and deals with a highly diverse and volatile market where customer preferences vary significantly from city to city. They needed skilled data scientists to make sense of this immense variability.

BOROSIL®

Challenge

NAVSOFT

Borosil sought to further strengthen its market position by adapting to evolving customer expectations and market trends through technology leverage. The market complexity added to their challenge:

Product Overload

With thousands of SKUs and hundreds of shops to target, personalizing product recommendations was nearly impossible.

Time Constraints

Limited time to visit multiple stores and engage effectively with retailers.

Inefficient Sales Cycles

Sales reps struggled with time-consuming discussions and negotiations, often resorting to a trial-and-error approach that wasted valuable time.

Lack of Insight

Relying on intuition didn't provide the necessary precision for effective selling.

Navsoft's Solution

NAVSOFT

Within a week, Navsoft deployed a team of experienced data scientists who conducted a thorough business analysis and market research, scrutinizing Borosil's operations, sales data, and industry trends to understand their unique challenges. This deep dive laid the groundwork for enabling:

AI Sales Assistant Development

Navsoft's data scientists developed an advanced AI sales agent.

WhatsApp Integration

The AI agent was seamlessly integrated into WhatsApp, making it easily accessible for sales reps in the field.

Predictive Analytics

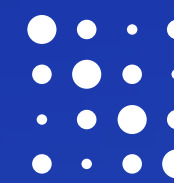The agent uses predictive analytics and past data to predict which SKUs will sell best in each shop.

Hidden Trend Detection

The AI uncovers hidden trends and patterns that human analysis might miss, identifying unique upselling opportunities.

Key Results

The rapid deployment of Navsoft's expert Data Scientists delivered immediate and significant results for Borosil:

15% Sales boost with hyperpersonalized recommendations

33% Productivity boost for on-field Sales reps with AI

Increased efficiency and more time for sales reps to focus on core selling

Optimized sales cycles with precise product recommendations

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Ready to Achieve Similar Results?

Let's discuss how Navsoft can address your unique challenges and goals.

Schedule My Consultation

www.thenavsoft.com