

BACKGROUND & PROBLEM STATEMENT

ABOUT THE CLIENT

Eureka Forbes is India's leading health and hygiene brand. They are a multi-product, multi-channel organization with a 3,000 Crore turnover. The company's product portfolio encompasses water purification, vacuum cleaning, air purification and home security solutions. It has a base of 20 million happy customers, a reach of over 1,500 cities and towns in India and a global footprint across 53 countries.

THEIR CHALLENGE

The client relied heavily on traditional door-to-door and offline channels for sales. It became tougher for their sales persons to go through the door without prior appointments but yet the client wished to sell direct to customers.

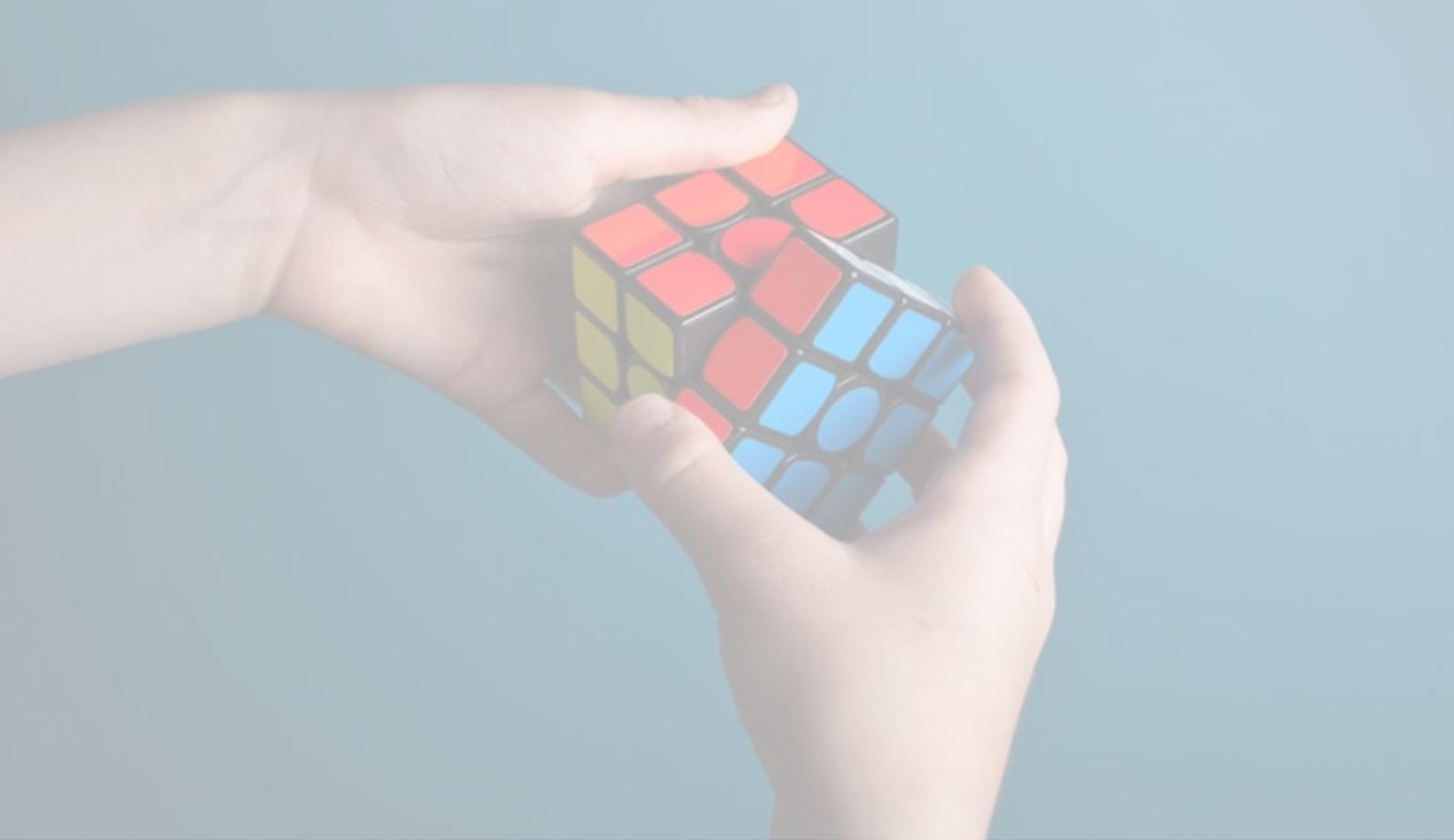
Sales volume from the online channel was <1.5 % of total sales in 2015. Market place and predatory discounted pricing was affecting their direct channels heavily and was crippling their margins.

When they contacted us, they had set out a mandate of growing their online business from the 24 crores per annum to 500 Crores per annum in a period of 5 years.

The primary aim was to find a partner who would help build a foundation of a strong technology backed platform that was scalable. Someone who could help reach customers directly and help convert them online as well.

Eureka Forbes is India's leading health and hygiene brand with a INR 3,000 Crore annual turnover





OUR SOLUTION

We developed a separate e-store for the client. A sophisticated e-commerce technology solution that integrated critical functions to give the client a single, 360-degree view of its ecommerce operations

There were two key aspects to the design:

- An integrated ecommerce demand and distribution management centre for the following functions:
 - Customer support - voice, email, chat, logistics
 - Digital and social-media marketing
 - Planning
 - Ecommerce Technology
 - Channel Management

The customer support unit not only responded to queries related to order status, but also played a key role in helping online conversions.

- A redesigned website that made online buying smooth and easy.
 - The e-store was redesigned to make the customer experience friendly and online buying easy. It provided real-time connectivity to inventory data at each of the warehouses
 - 60,000 pincodes were mapped for delivery timelines, serviceability and AMC renewal.
 - A single dashboard provided a 360-degree view of the status of orders.

RESULTS

OUR SOLUTION ACHIEVED THE FOLLOWING:

- Online purchase steps were reduced from 8 to 3.
- Order dispatch time reduced from 96 hours to 36 hours.
- Direct Online-enabled sales increased by 5 times from 24 crores to 120 crores, per annum.
- Cost of sales reduced from 48% of product to 19%

THE IMMEDIATE BENEFITS TO EUREKA FORBES WERE:

- Increased demo requests as a result of increased direct sales push
- Ability to counter lack of price parity through offers and direct customer benefits
- Seamless purchase of AMC's

THE LONG TERM BENEFITS INCLUDED:

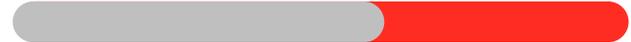
- Better realization of end value of the product
- Greater need to get price parity through sales online

2015

2% DIRECT ONLINE CONTRIBUTION



1% ASSISTED CONVERSIONS

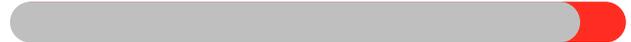


2018

18% DIRECT ONLINE CONTRIBUTION

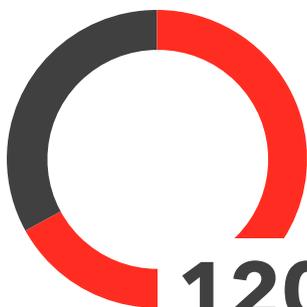


25% DIRECT ONLINE CONTRIBUTION

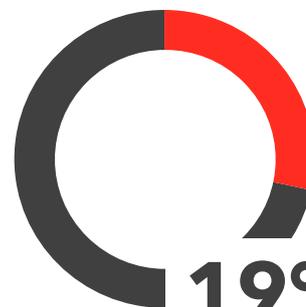


+500%

Online enabled sales increased 500%, from rupees 24 crores to 96 crores, per annum



120 CR
ANNUAL REVENUE VS.
24CR IN 2015



19%
COST OF SALE VS.
48% IN 2015