

Retail Operational Excellence

TOTO's Sales Team 4x Efficiency Surge with Nimbly




In the world of sanitaryware, TOTO stands apart as a paradigm of innovation and quality. This commitment to excellence extends beyond their products into every facet of their operations.

Tasked with managing the world's largest toilet manufacturer's expansive retail network across Indonesia, TOTO's management faced operational inefficiencies that hindered their pursuit of perfection.

To enhance customer experience, the management looking for a solution to ensure their display and promotion teams are in place where customer wants to ask them—especially in vendor areas where TOTO occupies limited space within the sanitary aisle. Upholding these standards nationwide poses significant challenges, given the intricate human element involved in these operations.


TOTO

AT A GLANCE

-  Retail
-  Sanitaryware
-  100+ outlets
across Indonesia

RESULTS

- up to 200% increase in Sales team daily visit
- 3x increase in outlet coverage across nation



Previously, our process was bogged down by manual tracking and paper-based checklists, which were not only time-consuming but also prone to errors. Nimbly has streamlined these processes, bringing a significant uptick in productivity.

Sharon Suwandi

Assistant Manager

PT. Surya Pertiwi Tbk

CHALLENGES

Amidst the fast-paced world of sanitaryware retail, TOTO found themselves grappling with outdated communication practices and inconsistent operational standards. The need for a systematic overhaul to address these challenges became increasingly evident for TOTO's management team:

Inefficient Communication Channels

The use of Personal WhatsApp for promotional blasts, sharing feedback, and discussing issues led to cluttered chats that made it difficult for management to track important attachments and conversations.

Inconsistent Operational Inspections

Without a set guide or schedule, the sales team's visits to over 100 outlets across the country lacked consistency, making it difficult to enforce an 'apple to apple' comparison of operational standards.

Verification of Sales Team Activities

Doubts arose regarding the sales team's adherence to their Visual Merchandising checks and customer support duties during these outlet visits.

SOLUTIONS

After implementation, TOTO increase their coverage using Nimble, from 30 to >100 outlets. Targeted communication channels reduced disputes and boosted team synergy, thanks to Nimble Technologies' comprehensive platform that directly tackled these inefficiencies:



Streamlined Communication: By replacing Personal WhatsApp with Nimble App, TOTO managed to segregate and prioritize discussions, **ensuring swift identification and resolution of issues.**



Standardization of Inspections: Nimble's guided checklists provided the sales team with a clear framework for outlet inspections, **ensuring a standardized and thorough evaluation across all locations.**



Enhanced Productivity: The introduction of Nimble's platform enabled the **sales team to double their daily outlet visits, from 2-3 to 5-6**, thanks to the efficiency of digitized operations. Additionally, Nimble facilitated competitor analysis through ad-hoc reports.

RESULTS



200%
increase in
sales team
daily visit



3x
increase in
outlet coverage
across nation

Ready to improve productivity,
consistency, and efficiency
for your business?

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