

KP Factors

Perform Bigger Better Faster



Case Study

KJS Cement succeeds in premium brand positioning supported by streamlined consumer surveying processes

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CHALLENGE

KJS Cement is a leading manufacturer of premium quality cement using some of the best plant & machinery (such as Loche, Germany) for its product. Being a new entrant to market, KJS Cement had to develop its brand as a premium brand in the markets it operated in. For this a special team whose charter included understanding consumer buying behavior & market perception was set up as Technical team which provided channel to feed consumer preferences directly to Product Development team. The process was manual data capturing and reporting with team spending bulk of their time in the field. This posed several challenges:

- Resulted in loss of productive hours of technical team.
- Resulted in manual errors as survey data had to be keyed later in the day for several parties contacted during the day which caused misleading or missing information making their way to decision makers.
- The information was not readily available after an immediate scan, i.e. for repeat visits, the data provided during last visit had to be readily and easily accessible, this wasn't the case, severely hampering efforts to convert consumers in favor of their brand.
- Even after preparation, for deeper analysis, multiple information spreadsheets had to be analyzed, resulting in wastage of precious marketing management time
- The consumer categories, survey questions and priorities would often change, this posed a difficult challenge to ensure the right questions are asked to the right consumer category.

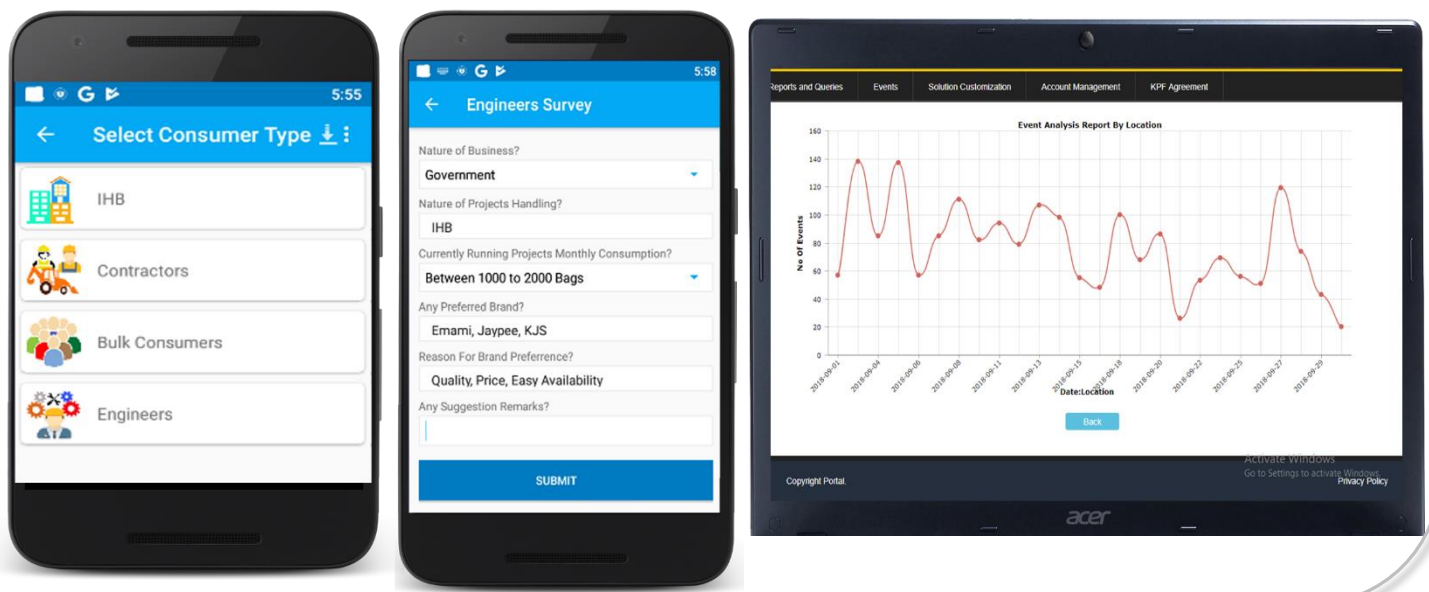
Additionally, non-quantifiable issues included: Access control on information due to lack of security in spreadsheets, most knowledge gained could not be centrally analyzed for long term trends etc and remained mostly confined to people carrying out the surveys etc.

BENEFITS

- Estimated 20 hours per day of field personnel were saved per day in survey data reporting itself, thus delivering about 400 hours of saving per month.
- With ability to edit survey questions, a dynamic surveying process could be established where survey questions, categories of consumers could be added centrally and reflecting on Mobile Apps of field users.
- Information on past visits could be immediately established on surveyors, thus improving follow ups, conversion rates.
- Data access could now be controlled by allocating relevant personnel based on the hierarchy.
- Immediate access to audit history, reports online improved conversion rates as well as support to prospective consumers.
- Daily travel and visit records could be retrieved on maps, which enabled managers to spot target areas for future visit and other focus areas.
- This resulted in tremendous empowerment of middle managers who could now track in real time any significant conditions in their region.

SOLUTION

KP Factors provided Outreach - **The** comprehensive market intelligence and field automation/compliance tracking solution which comes with BizFactors mobile app to automate all aspects of consumer surveying, B2B opportunities/sites and lead tracking in real time.





About Customer

KJS Cement is a leading cement brand in central India which recently launched its brand in the market and needed to rapidly establish correct brand perception. This required careful attention to understanding consumer perception of leading its own as well as competitor brands. Additionally, it needed a mechanism to articulate benefits to frequent users such as contractors, loyalty masons and understand their concerns.

“Since adopting Outreach from KP Factors, both my team, as well as I as manager, feel empowered. I can rapidly adapt my operations by altering the surveying focus knowing that it will be synchronized with my team automatically, while my team finds using the app a breeze, under any connectivity conditions, knowing that data will end up getting synchronized automatically.”

Mr. Pramesh Kumar, Technical Services Manager

“For the first time, we feel we are able to analyze the big picture on trends with our brand perception in the market. It has helped us to make business case to our management, product development on several important aspects of brand development. Not only that, ability to easily alter surveys, focus areas as well as add categories has made the process very dynamic, empowering us with brand development functions like never before.”

Mr. Mudassir Khan, Brand Development manager

How it all started

As is the norm in any consumer centric industry, KJS Cement has established processes and teams responsible for consumer surveying, tracking brand perception etc. The consumer buying behavior and prospective non-trade customers tracking was being done via pre-defined excel format reports. The field work force, which typically spends most of their time in the field, used manual tools to identify non-trade (B2B customers such as bulk buyers). In this sense, the field executives act as eyes and ears for the marketing management for strategic decisions, however it relies on data relevance, sample size as well as authenticity. Further, the same team besides understanding brand perception also serves an important function of converting such non-trade users to their brand. While excel surveys just about served initial purpose, as the operations grew, it was clear to management that automated processes with effective solution with mobility & central analytics have to be established for delivering on the promise of this team's work.

Problem Solving Approach

KJS Cement was already using Outreach and approached KP Factors for enhancing the solution for its technical team. Following defines the key areas addressed:

- A new entity that enables maintenance of consumer categories was introduced which became part of the generic Outreach product offering.
- To accommodate needs to dynamically alter focus, survey definition and questions with rendering logic was introduced as a customizable feature. This is now part of standard Outreach offering.
- Various tools such as reports, queries were introduced and enhanced to enable access to management for analysis purposes.
- Hand holding sessions were held for defining initial set of questions and walk through sessions done with teams remotely to report, access the data.

Who was involved

This project had marketing management attention. The Technical team of KJS Cement was closely involved in defining details and adopting the system.

KP Factors as an existing vendor to KJS Cement was able to understand the customer pain points and included these features at no additional cost to make it a generic product enhancement.

For this purpose, Mr. Pramesh Kumar from customer technical team coordinated the inputs from the various stakeholders and worked closely with KP Factors team.

The solution was gradually rolled out, however due to ease of use and absence of an alternate system it did not require a phased roll out.

To support change management, KP Factors offered access to videos targeted at field personnel which showed step by step guide to using the BizFactors App. Besides number of self-help options via KP Factors extranet ([www/kpfactors.org](http://www.kpfactors.org)) were offered. Technical team was given a primer on editing surveys and initial customizations was done by KP Factors to enable rapid adoption.

What was done

KP Factors Outreach solution designed for Market Intelligence on SaaS model was enhanced with a very flexible consumer surveying feature.

Customer did not have incur any additional expenditure other than already ongoing subscription fee. KP Factors evaluated this as a feature as an enrichment of its offering as the basis for offering additional features without additional charge.

Future implications

The solution features for managing consumer behavior is now widely used by technical team of customer and is delivering tremendous value every day! However, the potential to continually add more analytics and intelligence to the solution represents a tremendous further potential. Combined with other features of the solution such as schedule management, travel expense auditing and others, the solution is delivering great value already. However, various powerful analytics are being considered that allow customer teams to assess key factors for conversion of customer to their brand, focus geographies etc.

KEY COMPONENTS

Outreach- Market Intelligence and field automation

KP Factors Business Solution Pvt Ltd.

We are a product development organization, disrupting business solution space by delivering ready to use business applications for our customer's Field Automation & Intelligence problems.
