



Case Study | Connected Enterprise IT

ANALYTICS AND STATISTICAL ILLUSTRATIONS TO DRIVE SALES

TATA TECHNOLOGIES WAS INSTRUMENTAL IN SUPPORTING THE CUSTOMER WITH INCREASING SALES OF ITS NEW PRODUCT LINE AND POPULATING THE SALES PIPELINE, THROUGH CUSTOMIZED PREDICTIVE AND CONSULTATIVE MODELS THAT ENHANCED LEAD GENERATION ACTIVITIES.

THE CHALLENGE

The automaker launched a new product line in the market and the sales generated were well below their projected figures. The client was looking at:

- Improving the sluggish response the brand was receiving in terms of opportunities to attract new customers.
- Leveraging its existing presence and small customer base to propel sales of the new product line.
- Generating hype for the new product line by identifying a healthy sales pipeline.

THE COMPANY

An Indian multi-national automotive manufacturing company, and subsidiary of one of the country's largest conglomerates. It is headquartered in the business capital of India with manufacturing and assembly plants around the world. The company also invests in research and development centers worldwide and has joint ventures with original equipment manufacturers (OEMs) in South Korea, Italy and Japan.



THE SOLUTION

- Analyzed the current market presence through an initial market assessment to understand market drivers and set up secondary data boundaries.
- Standardized the definition of a “micromarket” based on market drivers and mapped each micromarket based on an identified sales network grid.
- Created geospatial dashboards to map and display performance parameters.
- Executed an in-house analytics decision framework utilizing customized predictive models and consultative models while also administering program management activities.
- Shared actionable recommendations and implementation roadmap with the client.

THE RESULT

4%

Additional sales generated by exchange propensity



Lead generation activities increased by a factor of 2



4 times greater return on investment (ROI) for the organization from this initiative



Increased acquisition of new clients

ABOUT US

Tata Technologies is a global engineering and product development IT services company that is focused on fulfilling its mission of helping the world drive, fly, build and farm by enabling manufacturing companies across the automotive, aerospace and industrial heavy machinery verticals realize better products and drive efficiencies in their businesses. There are two components to our value proposition – managing and delivering outsourced engineering services and products for our manufacturing clients, and helping them identify and deploy technologies that are used to conceptualize, design, validate, build, test, benchmark and realize better products. For more information, visit www.tatatechnologies.com.