Randstad India's strategic talent model enables the largest food company in the world to successfully penetrate the rural Indian market and expand their detailing portfolio.

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client

A Swiss multinational food and drink processing conglomerate corporation, and the largest food company in the world.

requirement / challenge

Our client, a FMCG giant, was looking to explore and capture the rural Indian market for their infant nutrition products. However, their on-roll manpower model failed to penetrate this market in a cost effective manner, leading to unsatisfactory outcomes.

The client approached us as their trusted partner to provide the right talent model to achieve the following outcomes:

- Effective doctor detailing
- Generate maximum prescriptions by doctors for their infant nutrition and supplements
- Higher sales at chemists and distributors
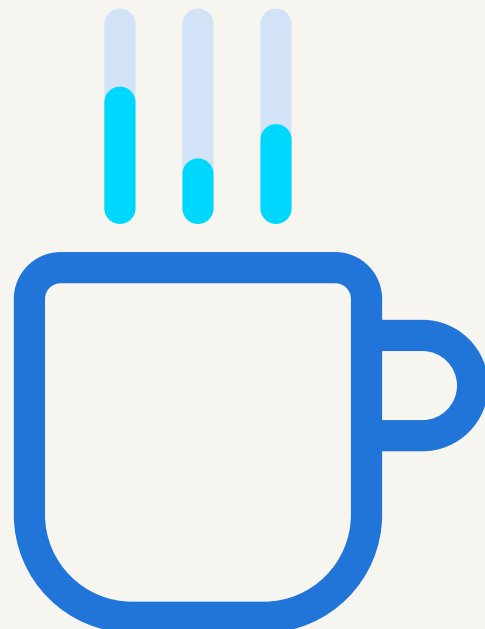
randstad solution

We leveraged our proven experience to strategize on the right model to deliver the client's requirement. Using our strong talent database across all Indian locations (28 states and 199 metro, Tier-1, -2, and -3 cities), we built a Support Detailing Team (SDT) with 120 EWs to create demand for infant nutrition products in the areas identified by the client through one-to-one engagement with doctors, and mass detailing for formula awareness.

We managed the EWs performance through well-defined KRAs, and reporting and monitoring of daily performance with the right metrics.

Additionally, we created a 'Paediatrician Universe' for an effective influencer program, and ensured efficient supply of products to the distributor and chemist channels.

business impact and outcomes

The client's SDT team has today grown to comprise 250+ EWs spread across approximately 4000 towns, talukas, villages in 23 Indian states. This has 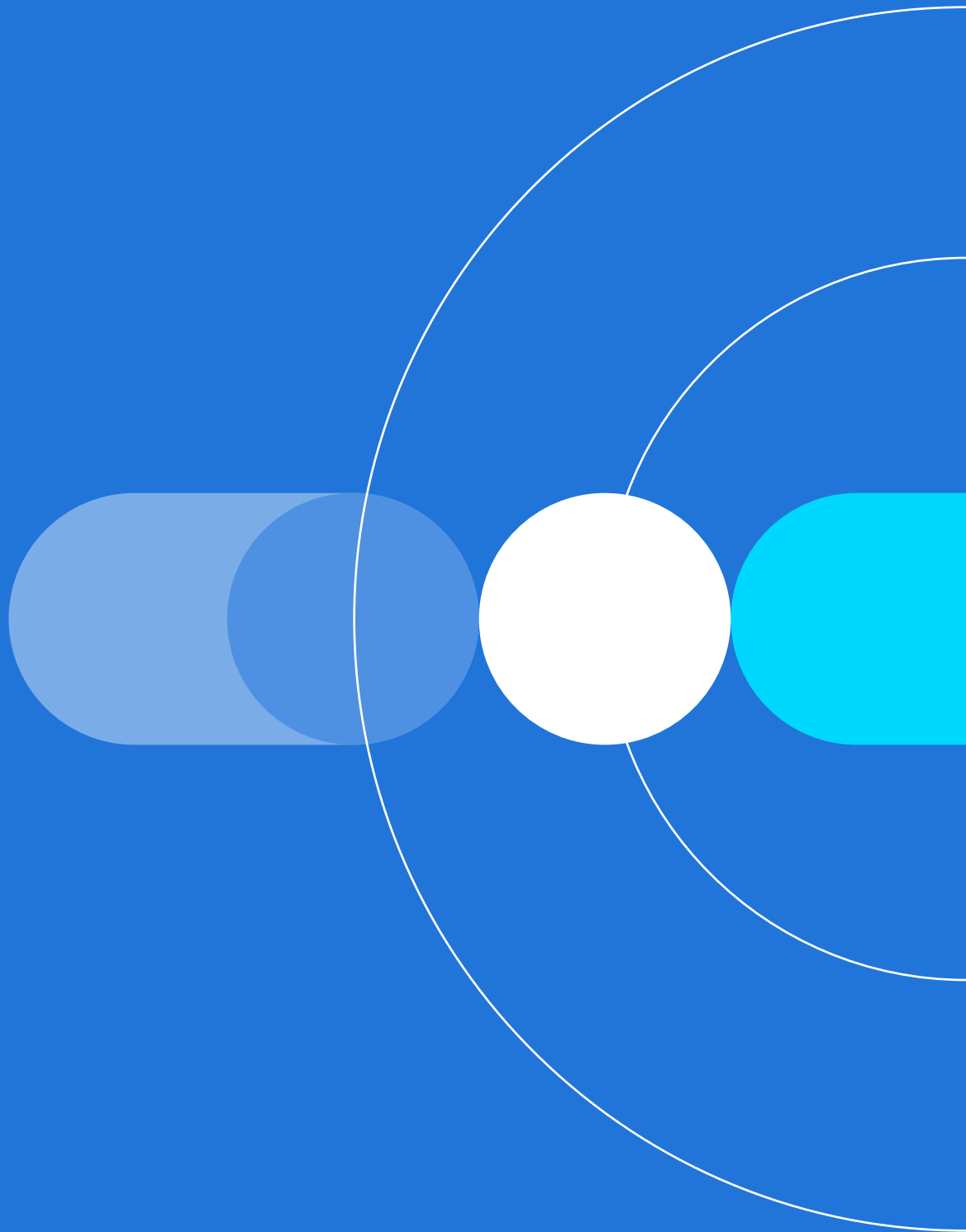resulted in significantly increased offtakes of infant products from distributors and chemists. Products in the detailing portfolio also jumped from three to eight.

client acknowledgement and recognition

"The digital app involved a lot of effort by the team, and it will definitely provide significant insights on the efficiency of medical detailing and RD market coverage outcomes.

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