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National Rollout Applications For Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is India's largest fast moving consumer goods company, with leadership in Home & Personal Care Products and Foods & Beverages. HUL's brands spread across 20 distinct consumer categories.

HUL's distribution network is recognised as one of its key strengths - which helps reach out its products across the length and breadth of the country. HUL's products, manufactured across the country, are distributed through a network of about 3600 Redistribution Stockists (RS) covering about one million retail outlets.

Business Requirement

To meet the growing information needs and standardise business practices, HUL wanted to implement Secondary Sales Force Automation (SSFA) Application across its RSs. CMC has already implemented the Dealership Management Application Software for HUL distributors as part of earlier engagement. Team CMC has been chosen to deploy the SSFA Application, train the RS and its sales force in using the Handheld application and provide post implementation support to approximately 10,000 salesmen of 3600 RS present across Indian geography. The Redistribution stockists get connected with the company's central database through Internet-based network for online interaction on orders, dispatches, information sharing and monitoring.

The following were identified as the Business Value Proposition to HUL for implementing one common billing package across its RS.

- ❖ Operational efficiency
- ❖ Enhance and standardise trade practices
- ❖ RS management
- ❖ Customer focus
- ❖ Improve secondary sales data
- ❖ Single point of contact for RS support
- ❖ Value proposition to the redistribution stockist

Project Implementation

Scope of Project

The Scope of the project covered the following areas

- ❖ Deployment of SSFA application for 10,000 Hand Held Terminals (HHTs)
- ❖ Creation of Course Material and Computer Based Training Modules (CBTs) for RS' training
- ❖ Conduct Instructor led training for RS' users
- ❖ Provide a Centralized Helpdesk to provide L1 support for the Application users
- ❖ Manage & Support RS's across the Geography
- ❖ Meet SLA commitments for Urban and Rural RS points

The entire implementation of the Project involved the following broad activities:

1. Project Planning
2. Change Management & Communications
3. Resource Planning
4. Installation
5. Training

6. Audit and Acceptance
7. Hand Holding

On-Going Support Services

Further to the phased implementation across the 3600 RS', Team CMC has been offering the following support services.

Helpdesk Services

Team CMC has been operating Help desk for the DMS Application using well proven and efficient helpdesk software from Computer Associates namely Service Plus Service Desk (SPSD). This software facilitates the Help Desk Analyst (HDA) to log the call and subsequent management and tracking of the same. This Helpdesk has been set up and operated from CMC Office in Hyderabad. To support SSFA application users, the Helpdesk has been further reinforced with additional Helpdesk resources.

For providing remote management support, Team CMC makes use of the Managed Services of well known and user friendly software from Citrix Online, namely GoToAssist. This software assists the HDA to take remote control of the RS computer and provide quick diagnosis and troubleshooting services. The remote user with just a dial up Internet access will be able to avail Remote management services effectively.

Major services rendered by CMC Helpdesk

1. Logging all the calls raised by the RS
2. Raising the trouble ticket for call reference and sharing the same with RS
3. Call tracking, escalating as appropriate till the closure of the call
4. Resolution of the problem
5. L3 Escalation of problems to the application development team
6. Generating the knowledge base

Application on-site support Services

1. Diagnosis and troubleshooting of installation related problems of the application
2. Diagnosis and troubleshooting of configuration related problems of the application
3. Providing support for customisation of the application as per individual RS requirement
4. Support during the operations of the software by RS.
5. Diagnosis and troubleshooting of problems related to reports of the application