

Centralized Operational Support Team Enabled Early Detection and Rapid Restoration of Nationwide Product Outage for Mobile Phone Manufacturer

CHALLENGES

Product mistakenly removed from in-store displays nationwide

Situation

A mobile phone manufacturer engaged MarketSource to provide essential sales support, training, and brand advocacy, and to manage its in-market relationships with mobile carrier stores in major markets throughout the US and Canada. During a routine weekly store visit, a MarketSource national field marketing rep discovered that, due to a miscommunication from the wireless carrier's corporate office, the client's product had been pulled from the sales floor. Resolution for issues like this through in-store associates can take up to several days, and every hour their product was off the retailer's floor diminished our client's chances for sales.

Solution

Upon discovering the display discrepancy, the MarketSource rep immediately notified our sales support team—a centralized, always-on team that provides critical technical and operational support to field reps. The support team blitzed an urgent message to field reps and program managers in all locations through REPfirst™, our workforce management and employee experience platform. Within an hour, MarketSource confirmed the missing product was a national issue that could potentially cost the client millions of dollars in lost revenue.

KEYS TO SUCCESS

Centralized support team

REPfirst™ workforce management

Agile field teams

Because of the team's rapid response, MarketSource was able to work with the carrier account teams to restore the product to the floor within 24 hours of discovering the problem.

Results



24

hours for restoration of products to show floor

Our field team's vigilance and responsiveness—combined with the strength of their relationships at the regional, district, and store levels, our sales support team's agility, and our proprietary REPfirst platform—allowed us not only to detect a nationwide problem with a product display, but also to raise the alarm to reps at all locations and restore the product to the sales floor within 24 hours. The timely restoration of the client's product curtailed significant losses and enabled them to maintain critical sales velocity.



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MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.