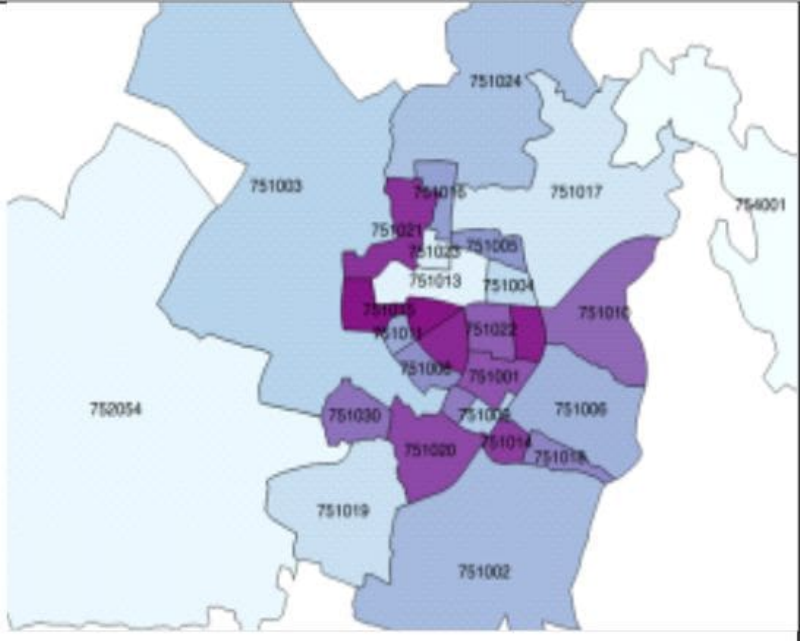
Improving marketing and sales using geo-analytics



Challenges

- Lack of efficiency of field force in certain cities – loss of potentials sales leads/conversions

Solutions

- We developed a database of pincode wise prosperity data across India and co-related this with field agent and policy sale data
- A GIS viewer was used to layer this data with other business information to uncover new areas of growth and opportunity

Results

- Reduction in cost per lead generated
- Reduction in risk of 'wrongly' targeted customer (thereby protecting brand value)
- Increase in sales
- Improvement in ROMI (return on Marketing investment)
- Delivery of almost ₹ 140 million additional pipeline in just one pincode area