



**OUTREACH**  
REACH MARKETS, BREACH TARGETS.

# CASE STUDY



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# Executive Summary

MTN Group Limited, formerly M-Cell, is a South African multinational mobile telecommunications company, operating in many African, European and Asian countries.

MTN was actively looking out to streamline and automate their Sales and Distribution value chain which can bring more transparency, visibility and actionable insights around Distributor and Point of Sales.

Ubq Technologies along with their System Integration partner deployed Outreach® Suite (Web and Mobile) to overcome MTN challenges in Nigeria, Zambia, Ivory Coast, Benin and Guinea Conakry.

## Challenges

MTN had limited visibility on their secondary sales, distributor and retailer stock and the productivity of the field force.

Prior to deploying Outreach ® MTN had multiple system through which the Sales Invoicing was done. Also distributor and retailer KPI's and Commission management was handled manually.

Distributor salesman did not follow a correct regime of Retailer visits; hence there were many instances of stock-outs, leading to losing out customer to competition.

## How Outreach® Helped

Outreach® helped MTN with Demand Forecasting based continuous stock replenishment which almost eradicated the stock out problems.

Visibility of stock movement from distributor to retailer also increased multifold. Also the field force is now being tracked online and any deviation from the set route is recorded and reported to leadership team.

Important KPI's relating to sales, stock, scheme and commission are monitored regularly.

# Results

Each opco performance is closely monitored by MTN and they intend to achieve



Reduction in Stock Outs



Increase in order fulfillment



Visibility on Field Force Activities



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