

# FMCG Manufacturer Drives Brand Advocacy With Wiser's Retail Intelligence

USE CASE: IN-STORE EXECUTION

## About

A leading FMCG manufacturer recognizes the significance of empowering store staff and professionals through educational and motivational initiatives. By investing in these programs, the manufacturer aims to cultivate stronger brand advocacy and loyalty among consumers, thereby solidifying its position in the market. The recommendations provided by staff and professionals are crucial influencers across various product categories.

## Challenges

Before engaging with Wiser Solutions, the FMCG manufacturer grappled with a significant obstacle—the absence of in-depth, consumer-focused data. This gap in knowledge made it challenging for the company to accurately assess the effectiveness of its in-store staff training programs. Without a clear understanding of how these programs influenced staff behaviors and, consequently, product recommendations, optimizing and demonstrating the value of these initiatives remained elusive.

Additionally, the manufacturer was in need of a mechanism to systematically track and quantify changes in product recommendations by staff and professionals over time. The inability to monitor these dynamics meant that the company was missing out on critical insights that could drive more targeted and efficient training programs, ultimately enhancing the overall impact on sales and brand loyalty.

## Benefits



### Enhanced Data-Driven Decision Making

Gained valuable insights through in-depth data analysis, improving educational programs for maximum impact and ROI.



### Improved Staff Engagement and Performance

Customized training empowers staff for better customer service, driving positive product recommendations.



### Continuous Program Optimization

Enhanced motivation and training programs stay ahead of trends and staff needs, maximizing their educational impact.

## Results

**77%**

### In-Store Training ROI Boost

Staff training resulted in 77% increase in recommendations.

**68%**

### Increase in Features Highlighted

Staff highlighted brand product benefits 68% more often.

**TOP 5**

### Staff-Driven Brand Insight

Mapping the top 5 brands recommended by the staff.

