



Online retail process improvement

The challenge

Following reported losses in its electronics segments for 10 consecutive years, Sony reported a profit in the first half of fiscal year 2014, shedding welcome light on the struggling Sony. This turnaround can be attributed to the contribution made by the European region, the second largest following Japan.

Their success is based on a plan Sony established, closely monitoring progress from three perspectives: 'sales to retailers', 'display products at store front' and 'sales to end customers', and accumulating the data from this process. They identified 40 of their top outlets, titled GENBA stores, throughout Europe with the aim to integrate their data-driven sales company management into the region.

In order to improve electronics sales across its GENBA stores, Sony needed to closely monitor 'display products at store front' making regular store visits crucial. Product issues within these stores, such as displays not lit up, products displayed in the wrong section and batteries not charged on demo products was resulting in products not selling effectively across many outlets. Sony needed to change this.

The solution

makepositive developed Sony's GENBA mobile app to enable data collection and automatic feeding into the Salesforce platform to ensure that existing data and functionality for accounts and actions could be leveraged. Top performing stores are identified as GENBA stores and then allocated to individual Sony sales associates through Salesforce and each of these stores is issued with a number of condition checks that need to be performed at store level.

The app puts critical store information in the hands of the sales person via their mobile device, pulling all the data together on a particular store, including the product lines, display information and pricing for each Sony product.

Based on the data available within the app, the sales person can audit each product according to its individual product conditions and flag specific conditions not being met within the store. The resulting data from each audit is fed back into Salesforce and reports can be generated on each store's progress. Actions can then be applied to conditions that do not meet store requirements along with a follow up date to execute.

The GENBA app from **makepositive** ultimately supports Sony's sales reform effort and data driven management methodology. The result gives Sony the ability to ensure that each and every one of its products in every GENBA outlet is displayed in accordance to their plan, with the ultimate goal of driving sales upwards.

The results

The GENBA app is due to go live in mid February 2015.