



# SALES IMPACT REPORT ● FEB 2025

*At BeatRoute, our vision is to empower the retail and distribution world to harness evolving technology as a way of sales.*

Since we work primarily with enterprise customers, most prospects who come our way already have years of experience trying out different technologies for their route-to-market execution. But they all share the common concern: the old-style tools that they have tried have delivered digitization, and they might tick many boxes in terms of workflow automation, but the truth is they rarely drive any direct impact on sales or business growth that can be attributed to the technology itself.

These tools focus on managing processes but fail to bridge the gap between automation and tangible business outcomes.

This realization led us to develop Goal-Driven Sales Tech (GDST), a proprietary technology built with one goal in mind: delivering measurable business impact. With GDST, organizations can define their specific sales goals directly within the platform and guide both their sales teams and customers toward achieving those goals through tech-driven mechanisms.

This is more than digitization; it's about turning sales strategy into actionable, impactful results.




While businesses and tools struggle to find AI use cases, we have made Artificial Intelligence our new ally in delivering our core promise of sales impact.




AI is now powering Goal-driven Sales Tech and amplifying the sales impact we are creating.

We began by introducing Operational AI to help sales teams, channel partners and customers perform better. Whether it is our Industry parameterized AI Model for Order Recommendation or AI-suggested customer Visit Planning 'Help me Plan', it's geared toward amplifying GDST impact.

In year 2024, we also introduced a Conversational AI in beta, which enables sales teams to interact with data using natural language to get actionable insights. We expect managers discover and solve problems in their territory using this powerful tool that's like a ChatGPT on sales data.

***In this report, we take a closer look at the measurable sales impact BeatRoute delivered for our customers over the past year.***

Impact Area	Impact	Examples of Modules & Workflows Used	Parameters Measured
Sales Uplift through Goal-Driven Sales Tech (GDST) for Sales Team	 <b>12.6%</b>	<ul style="list-style-type: none"> <li>KPI Scorecard for Sales Reps &amp; Managers</li> <li>Operational AI (e.g., Order Recommendation AI, Help Me Plan, Task Recommendations, Customer Insights)</li> <li>Sales Team Gamification</li> <li>CuesBot Conversational AI</li> </ul>	<ul style="list-style-type: none"> <li>Average Monthly Sales of same customers before and after GDST deployment</li> <li>No. of Lines Sold pre- and post-GDST</li> <li>Successful New Retailer Ratio in GDST enabled team v/s plain SFA features</li> <li>Percentage of New Entrants in the Gamification Leaderboard every month</li> </ul>
Sales Uplift through Goal-Driven Sales Tech (GDST) for Customers	 <b>5.2%</b>	<ul style="list-style-type: none"> <li>Milestone completion visibility, and nudges to customers</li> <li>Spin &amp; Win engagement</li> <li>Multi-media Communication campaigns</li> <li>Operational AI with Order Recommendation and Incremental Order Nudges</li> <li>Rewards based Gamification</li> </ul>	<ul style="list-style-type: none"> <li>No. of Lines Sold before and after GDST deployment</li> <li>Average Monthly Sales of same customers before and after GDST deployment</li> <li>Scheme Budget utilization</li> <li>No. &amp; Value of Incremental Child Orders</li> </ul>
Sales Uplift through Operational AI	 <b>4.3%</b>	<ul style="list-style-type: none"> <li>Order Recommendation AI</li> <li>Help Me Plan</li> <li>Task Recommendations</li> <li>Customer Insights</li> </ul>	<ul style="list-style-type: none"> <li>No. of Lines Sold before and after Operational AI deployment</li> <li>Average Monthly Sales of same customers pre- and post- Operational AI deployment</li> <li>Percentage and Number of Productive Visits</li> <li>Average Order Value</li> </ul>

Impact Area	Impact	Examples of Modules and Workflows Used	Parameters Measured
Sales Uplift through streamlining of network expansion efforts	 <b>10%</b>	<ul style="list-style-type: none"><li>• Customer Profiling</li><li>• Onboarding Approval Workflow</li><li>• Pipeline Management with zero-drop lead management</li><li>• Collaborative Lead Conversion with technical assistance</li></ul>	<ul style="list-style-type: none"><li>• Reduction in onboarding time (and resultant additional opportunity value)</li><li>• Lead-to-customer conversion rate</li><li>• Number of touchpoints before conversion</li></ul>
Cost Savings through Efficiency Measures in RTM Execution	 <b>16%</b>	<ul style="list-style-type: none"><li>• Route Optimization</li><li>• Help Me Plan</li><li>• Statement of Account (Allocated Credit, Utilized Credit, Due Invoices, Credit Note, Debit Note) with balance confirmation</li><li>• Complaint Management (integrated with ticket system)</li></ul>	<ul style="list-style-type: none"><li>• Savings on distance travelled in pre Route-Optimisation vs. post</li><li>• Time saved by sales reps in explaining account statement and status</li><li>• Average Overdue Days pre and post for the same customers</li><li>• Difference in Complaint Closure Turn Around Time before and after implementation</li></ul>
Sales Uplift through Conversational AI & Analytics	 <b>5.3%</b>	<ul style="list-style-type: none"><li>• Conversational AI (CuesBot)</li><li>• Configurable Dashboards (Report Builder)</li><li>• Competitor Insights (Structured data collection)</li></ul>	<ul style="list-style-type: none"><li>• Actions Taken vs. Suggested by CuesBot</li><li>• Total Actions Taken by managers pre and post Conversational AI deployment</li><li>• Sales from the same set of customers measured before and after implementing Conversational AI and Analytics features</li></ul>

# What's Next?

As we move forward, our focus remains on expanding the power of Goal-Driven Sales Tech (GDST) and AI-driven sales execution. The impact our customers have seen in 2024 is just the beginning. In 2025, we are doubling down on these key areas:

- **Continued Focus on Functional Scalability:** At BeatRoute we believe your sales stack should be complete by itself and not forcing you to run any workflow partially or fully outside the system so not only your digital experience is end to end but also you create a robust foundation for AI play. We will continue to ensure BeatRoute offers you end to end sales stack across channels and processes.
- **AI Agents along side your Team:** We are looking at every opportunity where administrators' or sales managers' task can be completely automated so they get more time to focus on customer relationships.
- **Deeper AI Personalization:** You can already train our AI on your own data, leading to highly personalized recommendations across workflows. We'll continue enhancing Operational AI to deliver even more precise recommendations tailored to individual sales reps, managers, and customers based on historical data and behavioral insights across more workflows.
- **Conversational AI Evolution:** Expanding CuesBot's capabilities to handle even more complex business queries, allowing users to interact with sales data in a natural, intuitive way and receive instant, actionable insights.
- **Better support for Enterprise Architecture in AI Era:** We are working on strengthening our AI suite and associated security to ensure we support our customers' vision of a deployment architecture where multiple SaaS products connect with their data lakes so they can not only enjoy ready-to-deploy AI from the SaaS product itself but also run their centralized AI-driven services on organization-wide data in a secure way.



Want to understand how  
we can help you?

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**200+**  
Enterprise Brands

**20+**  
Countries

**2M+**  
Retailers

**100K+**  
Users

**6K+**  
Channel Partners

**10**  
Industry Verticals