CASE STUDY

Data Visualization & KPI Tracking Solutions for a Hearing Aid Company

CONTATA

OVERVIEW

Headquartered in Minnesota, US, the client is a well-established hearing aid company operating more than 1,500 franchised locations nationwide.

CHALLENGES

The client administers an incentive program for salespersons, wherein incentives are awarded upon the completion of sales goals. Goal completion is defined by a specific number of medical device deliveries accomplished using the salesperson's referral code. Due to the lower prioritization of this task by the accounting department, incentive calculations were delayed, resulting in an ineffective sales boost. Calculations were performed on Excel, and results were inconsistently published on the intranet, creating difficulty in tracking the leaderboard. The client sought a solution for real-time and automated incentive calculations

INDUSTRY

- Franchise
- Incentives

SERVICES

- Data Warehousing
- Real-time ETL
- Alerts
- Dashboards

TECHNOLOGY

- Azure Stream Analytics
- Power BI
- Power Automate

SOLUTION

We addressed the issues by implementing a stream analytics-based solution where the data was processed via a hot path in near real-time and published to a visually appealing Power BI dashboard. The data was consolidated quickly from the sources and the client now had a 'single version of the truth'. Real-time Power BI reports assured that the sales leaderboard was always up to date. KPI over targeted sales goals was constructed dynamically for each salesperson and threshold alerts were added to the report. The report also sent out a notification to the accounting team and kickstarted a Power automated workflow for quick disbursement of the incentive. Achievers could now be identified quickly for instant recognition via email and quick disbursement of incentives added a boost to sales.

BENEFITS

- 45% increase in the engagement of salespersons with the incentive program within 1 week of launch.
- 20 manhours per week saved from the accounting department for collating, checking, and publishing the leaderboards and disbursements
- 1 hour is the new time from achieving the goal to getting notified about the achievement.

About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.