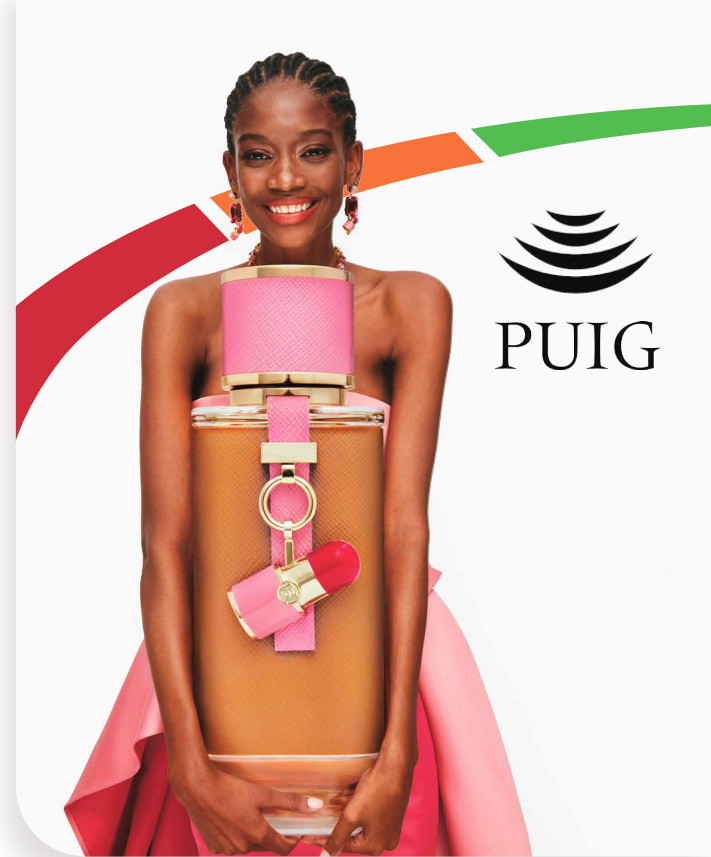




CASE STUDY

How PUIG crushes sales targets with real-time data from the Accelerated Analytics mobile app



"We're crushing our budget; we're crushing our sales goals. We're seeing double-digit growth."

Kimberly Ellsworth,
Director of Sales Operations, PUIG

Executive Summary:

Fragrance and beauty brand PUIG is enjoying double-digit growth across new and existing brands. They could never have accomplished such success with their previous reporting system, which involved manually creating monthly and annual corporate reports. Instead, they're leveraging a powerful data analysis and reporting tool from Accelerated Analytics, which provides them with real-time access to sell-through data.



Slow reporting, slow growth

PUIG is a Spanish family-owned company based in Barcelona, Spain. PUIG has been providing high-end fragrances for over 100 years and owns multiple world-famous brands such as Carolina Herrera, Jean Paul Gaultier, Dr. Barbara Sturm, and Byredo.

Prior to partnering with Accelerated Analytics, Kimberly Ellsworth, Director of Sales Operations at PUIG, had no access to real-time sales data, and neither did any of her 25 Account Executives who collectively manage 2,800 stores. They all had to rely on year-to-date corporate reports that arrived slowly and infrequently. This meant that many of their efforts to strategize brand launches and improve store performance were done without the benefit of real-time data. Sales teams couldn't monitor product sell-through or know which stores needed immediate guidance or support. PUIG was growing, but not nearly enough to satisfy their tactical and strategic goals. They needed a better solution—one that Accelerated Analytics was happy to provide.

Real-time data on the go

After learning of Accelerated Analytics through one of her staff, Kimberly reached out and secured quick access to Accelerated Analytics' real-time sales and stock data for herself and the PUIG sales team.



"Right now we're using Accelerated Analytics to monitor business with Macy's, Dillard's, and Ulta," Kimberly shares. "Ulta is the newest and that was specifically incorporated into the sales reporting for the preparation of the PACO makeup launch and to ensure its success."



That alone was already a step up for PUIG, but things took off when Accelerated Analytics and PUIG collaborated to build specialized reports for the field sales team to run on the mobile application.

That kind of instant access to data matters to an AE who needs to visit three or more stores in a single day.

This has made AE store visits tremendously impactful. AEs can now access sales numbers in a detailed, up-to-the-minute sell-through report. "It can get as granular as by product," Kimberly says. "Itemized things of that nature." That lets AE's tell store associates how their specific door is doing and how to improve. "If the store's associates were having a challenge promoting one product over the other, the AE could try to talk to them about how they sell one brand, and use those sound bytes to promote the other."



"The app was an amazing development," says Kimberly. "Instead of logging into the website at 7 am to see store sell-through numbers, daily/weekly goals, and sales per hour, the AE can just get on their app anytime, whether that's on the plane traveling to a site or as they walk in the door."

PUIG crushes sales targets with real-time data

Fast, convenient access to Accelerated Analytics data and reporting has empowered PUIG sales teams and driven rapid growth.

- PUIG sales numbers have achieved double-digit growth since they started using the Accelerated Analytics mobile app.
- The Accelerated Analytics mobile app has saved PUIG AEs an hour's worth of time every day.
- Account executives can access sell-through data and store performance anytime and anywhere—and they do.
- Real-time sales data helps PUIG AEs monitor stores and track their performance in relation to daily or weekly goals. The data helps AEs partner with and advise the stores on how to meet their sales targets. It's a win-win.
- Individualized sell-through data gives AEs the means to provide targeted coaching to frontline staff. If the company is averaging at 30% for the week/day, they can quickly open the app, see how the stores are doing, and coach the teams performing under 30% to work on their selling skills.





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