

# \$42M Impact Through Continuous Improvement

## OVERVIEW

A tier 1 mobile carrier began a new expansion into a major national retailer utilizing in-store sales representatives. The initial plan was to cover all stores equally, with the same number of resources and store coverage hours. Within 6 weeks, MarketSource analyzed the results and provided an Optimized Coverage Model to drive improved results.

## ACTIONS

Through our continuous improvement process, we conducted an in-depth analysis of the allotment of stores, discovering slightly over half of the locations had a statistically significant amount of the targeted consumer base within its local trading area. By shifting resources and hours to the targeted consumer aligned stores, MarketSource was able to dramatically impact results.



## RESULTS

By optimizing coverage and resources, we were able to increase sales by 150% over the previous six weeks. The ongoing result was a realized annual CLV (life-time-customer-value) impact of \$42 million revenue increase without additional expenditures by the client. The client went on to win two vendor of the year awards with that national retail partner.