



# Abu Dawood Transforms Field Sales Operations with SalesBuzz

## About ABUDAWOOD

Abu Dawood, one of the leading FMCG distributors in the Middle east, manages thousands of retail outlets and a large on-ground sales force. Their goal: maintain real-time visibility, sales compliance, and operational efficiency in an increasingly competitive landscape.

**Abu Dawood** is one of the largest distribution and market-development groups in the Middle East, representing and partnering with leading global FMCG brands such as Procter & Gamble, Ferrero, Quaker, Clorox, Nestle, 3M, Energizer, Kelloggs and others, with operations spanning **Saudi Arabia, Egypt, Iraq, Pakistan, Bahrain**, and across the **MENA** region.

## The Challenge

By **2015**, Abu Dawood's tracking and fragmented reporting systems were limiting growth. Reports were delayed; managers lacked visibility into field execution. They needed a field sales automation solution to deliver accurate, real-time insights, strengthen sales plan compliance, and boost productivity and decision-making speed.

That's when **BI Technologies** introduced **SalesBuzz**, our intelligent Sales Force Automation platform.

## The Journey: From Pilot to Regional Success

We started with a pilot project in **KSA** focused on sales visit tracking, outlet availability monitoring, and automated reporting dashboards.

The pilot's success fueled rapid expansion. Today, **SalesBuzz** supports operations across **KSA, Bahrain, Pakistan, Egypt, and Iraq**, with four active rollouts and ongoing enhancements.



## Key Achievements

Sales Buzz delivered measurable impact: Reporting time reduced by over **50%**, outlet availability accuracy improved to **90%+**, and store coverage expanded by **20%**. These outcomes empowered faster decisions, higher productivity, and stronger execution discipline, transforming operations from manual and reactive to data-driven and proactive.



## Usage & Adoption

More than **1.134** field users-sales reps to managers-rely on **SalesBuzz** daily. Field reps log visits, capture photos, and audit outlets. Managers access **weekly** and **monthly dashboards** for performance insights.

### Feedback highlights:

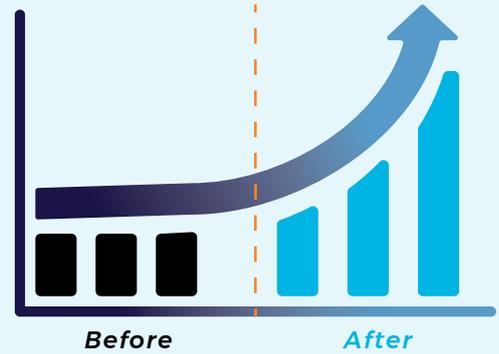
Facilitate forecasting for *reps* and **accurate, timely reports** for managers.



## Features That Empowered Change

Top-impact features include mobile **visit logging**, **automated compliance** tracking, and **geo-tagging** with photo capture.

During promotional campaigns, **managers tracked** execution live and **reallocated** resources instantly, boosting **effectiveness**.



## Business Impact

Quantifiable results: “**30-40%** efficiency gain in reporting”, “over **90%** **KPI** accuracy, and decision-making cycles shortened from **weeks** to **days**.”

**Abu Dawood** now *enjoys* a **competitive** edge through disciplined field **execution** and enhanced **shelf visibility**.



over **90%** **KPI** accuracy



**30-40%** efficiency gain in reporting

## Looking Ahead

**Next phase goals:** advanced analytics, AI-driven recommendations, gamification to boost rep engagement, and offline performance enhancements for reliability in all markets.



analytics



AI-driven  
recommendations



gamification to boost  
rep engagement



offline  
performance

## Client Testimonial



### **Abu Dawood Sales Operations Director**

“SalesBuzz has transformed the way our field teams operate. What was once manual and reactive is now automated and proactive. The partnership with BI Technologies has enabled us to scale consistently across multiple countries with measurable impact.”



### **Highlight Moment: Pakistan Rollout 2020**

Despite challenging market conditions, Abu Dawood's Pakistan deployment achieved fast adoption and immediate visibility improvements, showcasing both client commitment and BI Technologies' delivery excellence.



### **Closing Line**

Together, **Abu Dawood & BI Technologies** continue to redefine *field sales* excellence *across the region*, powered by *data, agility, and innovation*.

## **Empowering Growth Through Intelligent Field Automation.**

