



Sample Case Studies

Case 1: e-Commerce



Objective: An emerging e-commerce player wanted to benchmark itself against competition

redquanta Approach

We identified three parameters on which our client was found lacking vis-à-vis competition:

Parameter	Client's Scores	Competition Scores
Product Range	60%	85%
Product Quality	70%	90%
Customer Service	73%	95%

redquanta recommended specific actions on these parameters based on the insights collected

Management Action

- The category managers were given specific quantifiable targets on each of these parameters
- The sourcing function was focused on in order to improve product quality

Result

- **Growth in topline by 20%**
- **Increase in website hits**



Case 2: Luxury Retail



Objective: A leading lifestyle brand wanted to check the performance of its retailer network

redquanta Approach

redquanta sent shoppers matching their target customers to their various retail outlets & asked them to purchase their products.

Two key issues emerged:

1. Lack of product knowledge
2. Sales Push

redquanta recommended changes to the retail program.



Management Action

- The retailers were incentivized better by launching various partnership programs
- The marketing department launched a country-wide training program for retailers

Result

Sales growth by 15% in the very next month

Case 3: Services



Objective: A leading spa & salon chain wanted to plug revenue leakages & improve upsell

redquanta Approach

redquanta helped the management understand the areas of concern as:

- Customer Service
- Upsell Skills
- Beauty Technician Skills

redquanta recommended linking compensation of the staff to performance on these parameters.



Management Action

- Incentives of the front-line staff were linked to sales & customer service scores
- The beauty technicians were sent for a training program & their incentives were linked to performance scores

Result

25% increase in average ticket size

Case 4: Food & Beverage



Objective: A leading fine-dining restaurant chain wanted to improve profitability

redquanta Approach

redquanta identified issues with:

- Service Standards
- Product Quality
- Upsell ability of the staff

redquanta identified the low-scoring outlets & recommended the areas of improvement for each of them. We also recommended a program for constant tracking & monitoring of the outlets.



Management Action

- The staff of the low-scoring outlets were trained on key parameters
- The product quality was focused on, and steps taken to rectify process issues & plug the gaps

Result

Revenue increase by 10%

A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly triangular shape, with "THANK YOU" being the largest and most central. Other languages include Spanish, Arabic, Indonesian, Chinese, Hindi, and French. The words are in various orientations, some horizontal and some vertical.

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKKHMET
TINGKI
BIYAN
SHUKRIA
GOZAIMASHITA
EPCHARISTO
KOMAPSUNNIDA
MAJKE
GRAZIE
MEHRBANI
PALDIES
BOLZIN
MERCII