

# Using BRIO by Sciative, the Leading kitchen appliances brand of India took charge of their brand's image by removing unauthorized sales partners and understanding their customer's sentiments.



## COMPANY PROFILE

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The Brand is a world-class & most trusted Cookware, Bakeware, Kitchen Appliances & Kitchen Tools brand with over 8000+ retail outlets and they also have an online presence.

## ISSUE THAT COMPANY WAS FACING

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Unauthorized sales partners were breaching Minimum operation prices of their products which affect brand reputation, and the loss of product exclusivity. The brand was also getting complaints from other distributors and customers regarding low-quality and counterfeit products.

## SOLUTION BY SCIATIVE

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- Deployed AI-Powered intelligent solution by Sciative to track unauthorized sales partners.
- Deployed Sentiment analysis of all reviews across all channels to know the red flags raised for sold products by customers.
- Classified all the reviews in a different bucket such as product, price, delivery, and website to easily address and manage the issues.
- Implemented functionalities to address and respond to negative reviews from a single platform across all channels.
- Created data visualizations dashboard to see trends of ratings, reviews, and sentiment of customers.

## RESULTS DELIVERED BY SCIATIVE

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**01** Identification of unauthorized sellers in just 24 hours and ensure complete elimination of unauthorized sales partners across sales channels.

**02** Significant reduction of negative reviews in just 1 week, and also improvement in positive product review & ratings.

**03** Timely tracking of negative reviews & red flags and immediate notification to respective people in the organization leads to a reduction of response time to a few seconds which was previously taken hours for them to respond.

**04** Reduction of complaints from distributors and authorized sales partners by.

