

Case Study: Optimization of dealer management

Yatego is an online shopping platform on which traders can offer their products centrally. Each trader has their own sales sector on the platform, so that customers can log in centrally and then access products from different companies.



Challenge

The challenge was to optimize trader management by making sales performance more transparent, thus enabling it to be tracked and increased more easily



Methods

- Define economic figures and KPIs for the traders
- Collect data from customer database, record data status
- Analyze data, segmentation, potentials, carry out ABC analysis
- Develop steering system (dashboard) for internal and external use



Results

- Transparency on traders created
- Key performance indicators identified
- System of financial control for traders established
- Potential for improvement in Germany demonstrated



Thanks to enable2grow's support, we have been able to create a solid basis for increased transparency in our dealer management system, so that we can now steer and improve sales performance.

Stefan Peltzer, Managing Director, Yatego GmbH

