

## Case Study: Client, Retail Jeweler Root Cause Analysis for Franchisee Business

**Challenges** : Revival of their Business conducted through Franchisee as it is reported to be non-growing and maintaining statuesque.

**Background** : Client is a leading jewelry brand in Western Maharashtra. The brand is synonymous with purity, high quality and transparency with the trust in the brand built carefully for close to 200 years

**Solution** : **Casual Analysis**

- Detailed discussions with relevant stakeholder at all levels
- Analysis the findings to establish cause effect relationships between challenge and gathered facts
- Reporting the causes and their effect in the context of challenges faced

**Reported Root Cause** : applying the concept of typical retailer model instead of franchisee model, which has led to ...

- Linear growth through franchisees
- Non-availability of business intelligence data supporting key decision towards innovation and growth
- Lack of effective and efficient coordination between franchisor & franchisee

**Next steps on making the showrooms network effective and efficient** -

- Effective: Treating showroom (own / franchisee) as part of CS family
- Efficient: Measuring and continually improving policies

**Proposed Actions**

**Short term**

- Clear dead stock for better stock management
- Provide uniform sales and marketing support across network
- Align design varieties with customer segments (geography & culture)
- Improve operations & customer services through better people management
- Improve decisions through better data management

**Long Term** - Mapping Jewelry with personality

- Branding & marketing (ongoing campaigns for market)
- Organization chart with clearly defined roles & responsibilities
- Organization values based on customer centricity
- Standard Operating Procedure (SOP)
- Technology adoption roadmap

**Benefits** : The direct benefits derived by the client were;

- Client implemented few recommendation of the report and started reaping rich benefits
- Client is demonstrating better emotional connect with their first customer the franchisees'
- Implementation support for a robust franchisee & CEM Model Leveraging the Brand