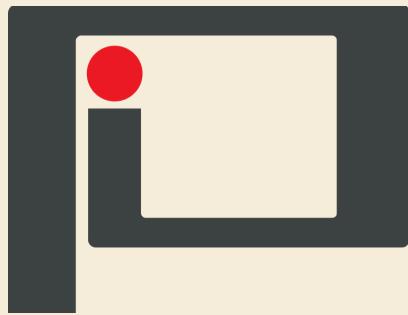


CUSTOMER STORY



About the Client

Page Industries, the exclusive licensee of Jockey and Speedo in India, is a leading apparel manufacturer and retailer with a vast retail footprint across 1,100+ exclusive brand outlets and 29,000+ multi-brand stores.

With thousands of stores and retail touch points, the company relies on frequent store audits, visual merchandising checks, and field surveys to ensure brand consistency and retail excellence.

A word from the Deputy General Manager

"Before Value Assistant, collecting and analyzing store-level feedback was entirely manual – Excel sheets, forms, and long email chains. Now, our field teams simply check in, conduct store surveys, and submit insights instantly through mobile app.

The AI not only creates these surveys but also summarizes the results for faster decisions. It's transformed how we measure and improve retail experience across Jockey stores."

Quick Numbers

15M+

surveys annually

75%

Faster survey execution

90%

Field Team Adoption

Key Challenges

Before implementing Value Assistant, Page Industries relied on manual field surveys and fragmented communication, leading to inefficiencies across retail operations.

 Manual Form Creation	Each survey for retail audits, product display checks, and service feedback had to be built manually.
 Disconnected Field Execution	Sales reps used paper forms or mobile notes to record feedback, which had to be uploaded later — causing delays and data gaps.
 Slow Analysis & Reporting	Field data took days to consolidate, delaying insights on retail performance or product visibility.
 Limited Scalability	Creating different surveys for check-in, product feedback, and store experience required technical setup each time — slowing agility.

Our Solution – Value Assistant Implementation



AI-Powered Survey Creation

Sales and category managers simply describe the survey requirements in natural language. Value Assistant automatically generates a fully ready Salesforce-native survey with:

- Configured sections, question types, and rules
- Support for rating, MCQs, Boolean, comments
- File and photo upload for visual audits
- Conditional display logic
- Store-specific variants (if needed)

This reduced survey creation time from hours to minutes.



Conversational Store Surveys on Mobile

Sales reps conduct store visit surveys using an intuitive chat-style interface:

- Automatic **Check-in** with location & timestamp
- Conversational flow for product visibility, display quality, ambience, and staff interaction
- Real-time **photo capture** for visual merchandising compliance
- Space to log customer observations and store insights
- Automatic **Check-out** to complete the visit

All data syncs into Salesforce instantly – no manual entry required.



AI-Driven Insights & Intelligent Reporting

Value Assistant analyzes survey responses across:

- Stores
- Regions
- Product categories
- Visual merchandising checklists
- Rep performance

Leaders use **Ask the AI** to get instant insights:

- "Which stores repeatedly fail display compliance?"
- "What are the top issues for women's athleisure this quarter?"
- "Summarise VM performance trends across North region."

Dashboards track audit completion, store scorecards, rep productivity, and compliance health.



WhatsApp Automation for Field Operations

WhatsApp is integrated for end-to-end communication:

- Automated circular updates & training reminders
- Scheme communication to the retailers
- AI auto-response to common queries from reps
- Region-wise broadcast messages

This ensures high engagement and near-instant response cycles.

Results & Impact

-  **75% Faster Survey Execution** through conversational mobile UI
-  **1,000+ Stores** Audited Monthly
-  **Visual Product Compliance** with photo-based proof
-  **90% Rep Participation** due to mobile-first ease-of-use
-  **Instant Insights** for Leaders. AI summaries accelerate issue identification and decision cycles.
-  **30% Faster Resolution** of retail execution issues

Conclusion

By integrating Value Assistant with Salesforce, Page Industries transformed traditional manual field surveys into a modern, AI-driven retail execution system. Sales reps now complete store audits through conversational mobile surveys, while AI manages survey creation, communication, analysis, and reporting. The result is stronger retail discipline, faster insights, and improved consistency across every Jockey outlet.

Get Started Today

See how Flame University uses Value Assistant to achieve these results. Request your demo today.

[See it live](#)