Achieving Maximum Sales Growth

Miele, Inc., is a premium provider of domestic appliances and commercial machines. The organization employs a distribution network in the United States to sell and service its products. To maximize access to Miele products and deliver the highest levels of customer service and availability, the company needs hyperlocal marketplace understanding and the best locations for the company’s high-quality products.

What did they do?
Using Esri® Location Analytics solutions, Miele staff members were able to better benchmark and gauge the health and market potential of the company’s dealer network. The Esri Business Analyst Online℠ software enabled Miele to analyze, prepare, and communicate key marketing activities across its dealer network and work collaboratively. This provided enhanced sales across the country—one Orange County, California, Miele dealer achieved a 70 percent growth in sales over the previous year’s performance.

Do I need this?
Location analytics allows retailers to identify local trends, patterns, and opportunities, which enables them to adapt their products and services to local market need and customers’ evolving retail sophistication. With improved understanding of consumer demographics, lifestyles, and needs, retailers can ensure they maintain revenue and improve profitability.

For more information, visit esri.com/business.