# AXIM™

# Axim Retina™

# Case study: How Retina™ helped Sennheiser beat the online counterfeit and grey market.

> "Without Retina™ we would quickly descend into chaos"
>
> Peter May
> Consumer Sales Director
> Sennheiser UK

## The challenge

Sennheiser UK is a subsidiary of one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. Strong growth in the last seven years had attracted strong interest from the imitation and grey markets. Not only was it compromising customer experience, it was impacting the bottom line: Too much sales force time was tied up searching and investigating counterfeit, grey market and B-Grade products: resource that should have been focused on growing revenues.

Sennheiser introduced Selective Distribution contracts as a solution to the problem. But to effectively manage this they needed greater market insight – the big picture on how widely sold the contravening products were, by whom and at what price. That way they could actively monitor and enforce their strategy.

## The solution

Our solution combined online monitoring and active policing.

### Online monitoring
We focused Retina™ on constantly monitoring Sennheiser's products in the online marketplace – to provide real-time retail intelligence on actual pricing and real-world distribution. At the same time we harnessed the analytical capability to identify unauthorized vendors and to measure the success of Sennheiser's online Selective Distribution strategy.

### Active policing
Once we were able to assess the scale of the counterfeit and grey market, Retina™ triggered a management report that summarized the offending retailers, so that appropriate legal actions could be taken, then monitored the retailers for compliance.

## The impact

### Richer customer experience
- $1.3m of counterfeit goods were seized.
- 66% of unauthorized sellers were removed from the online market
- Consistency in pricing and messaging across-channel

### Stronger retailer relations
- Authorized sellers have seen business growth and improved margins
- Retail listings have grown as authorized retailers have greater confidence

### Increased operating efficiency
- Fewer customer complaints
- Lower returns and admin costs
- More time selling
- Increased effectiveness for sales operations and product management

# How Retina™ works

Retina™ combines Axim's data scientists, analysts and CX marketing people with the intelligent software and smart analytics of ETAILEYE. At its heart is a simple process.

**1.**
**Consultants curate the right online data to monitor**

Axim Barometa™

- Pricing
- Distribution
- Messaging
- Content
- Competitor

**2.**
**Monitor brands and products online constantly**

- Locally
- Regionally
- Globally

**3.**
**Transform data into actionable real-time retail intelligence**

Axim Optika™

**4.**
**Stream right information to right people at right time**

**7.**
**Consultants shape new online experiences**

- Grey markets
- Counterfeit
- Content
- Logo and IP

**6.**
**Legal experts police the online marketplace**

- Seamless
- Channel-less

**5.**
**Marketing and sales optimize online CX**

- Retail teams
- Channel consultants
- IP experts

# What it means for your business

Retina™ enables organizations to analyze and act on real-time retail intelligence, through a host of new capabilities:

- View brands locally, regionally and globally
- Maximize distribution channels
- Measure the success of online strategies

- Control brand messaging and content
- Identify under-performing products
- Police IP, grey and counterfeit markets
- See the retailers most impacting sales
- Bring more value to licensed retailers
- Optimize price & build competitive pricing strategies
- Seamlessly integrate multi-channel

**To find out more about how Retina™ could help your online retail strategy, email info@axim.global**

Retina™ is just one of the solutions Axim's CX marketing business can bring to your business. They can drive contextualized content, shape empathy analytics to build stronger emotional connections, and break down the barriers between channels with better retail intelligence.

Axim goes beyond CX marketing to enterprise architecture, experience analytics and CX consultancy. We're a business-focused customer experience business that globally helps organizations operationalize their customer experience. **To find out more, visit www.axim.global**

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