

How Darling Group increased sales per staff by 50% using Sukhiba Connect

Initial Problem : Their sales staff could at max visit 40 salons per day and were unable to scale this since there are more than 500K salons in Kenya alone.



Darling sells to salons across Africa. They do this by hiring sales staff who visits salons & takes orders.

Faster Onboarding

Through Sukhiba Connect they were able to onboard all salons within 5 mins.

Broadcasted deals

Sales Staff sends broadcast of all deals and messages on salons on WhatsApp and are able to get orders on WhatsApp

Notifying Salons

They are able to intimate salons every time their van passes in the area to get advance sales.

1 min booking

Salons are able to book orders within 1 min on WhatsApp and also engage with their community in a seamless manner