



Field Operations Empower Fieldforce





Introduction

Field Operation is a smart phone based SFA solution for the Distributor Salesman & Company Sales executives. It's a scalable and flexible system, used by small, medium and large sized FMCG enterprises, powering their geographically distributed field sales force.

It improves efficiency of your sales team in the field by performance tracking, intelligent insights and integrated reporting involving all stakeholders and by abandoning pen and paper environment. It allows supervisors and sales managers to track activities and performance of the sales team in real time and take corrective actions.

Challenges

Field sales team often struggles in stores as the valuable store level insights which can work as hard as your sales team is somewhere in the back-end. At the same time, sales force is out there collecting valuable market data about retail customers that needs to make its way back to headquarters for critical business decision making.

Our Solution

A powerful mobile application that enables a "perfect store" strategy, including customer visit planning, intelligent order taking, promotion execution, in-store surveys and several other features from a single everyday-use smart phone device.



Key Features

- Route Planning and Call Execution
- Suggest optimized route and priority stores considering DSR KPIs
- In-store surveys and store audits. Upload photos.
- User friendly order forms with updated product catalogue
- Store wise schemes and discount calculations, keeps store inventory updated to track easy return
- Opportunity management
- Sample Management
- Merchandising
- Maintain Masters with Customer names and contacts
- Alerts and Broadcast
- Invoices and returns
- Active product catalog
- Works both On / Offline
- Day closing / Reports
- Use it as a communication platform for leadership broadcast, product sales collateral, L&D and training material

Empower yourself...

- Arm your sales team with Technology to redefine growth trajectory!!
- Let your sales data provide Insights to hone your sales strategy through this technology.
- Track your sales teams' activities and performance in real time.
- Surge sales productivity by enabling your sales team with store level intelligence and optimized routes.
- Enable range selling, product focus, value orientation to bring about premiumization of product mix in secondary sales.
- Let your product level Schemes and Sales Incentive programs work more powerfully for you to get desired results.
- Gather market intelligence for better and speedy action to competition moves and consumer trends.
- Increase sales team accountability by tracking measurable distribution KPIs, mobile timesheets and real-time location.

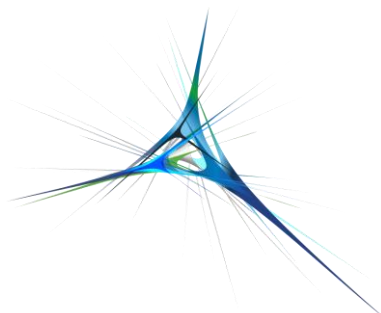


Our Other Solutions :

- Geo Tagging and Mapping
- Connect and Integrate
- Distributor Management System
- Dynamic Reporting
- S&OP and Forecasting
- Actionable Insights and Analytics
- Sales Fundamentals (Modern Trade Channel)

About Astix Solutions:

A customer focused, technology driven software services company offering state of the art solutions in Business Process Automation, Business Intelligence, and Decision Support Systems.



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