



SALES FORCE AUTOMATION

*Step to realm Automated field force
Management and logistics*

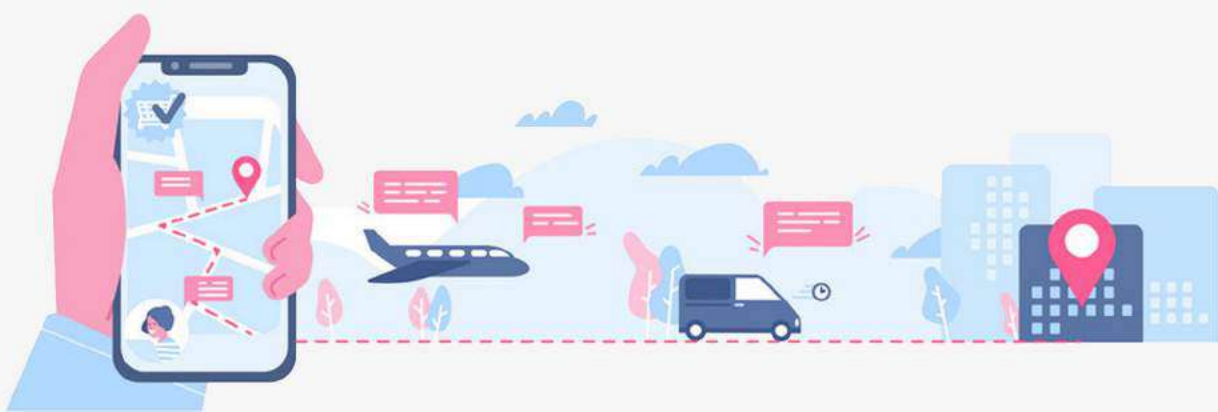
SFA FOR DISTRIBUTION

Challenges:

When multiple products are distributed across large urban areas with dense population and high demand, traffic congestion and time windows are constraints posing a major challenge. In most distribution models, delivery is preceded by sales activity. The frequency of visits and time spent by sales personnel visiting stores to take orders is linked to the store category. On the delivery side, the number of vehicles required for delivery, loading goods based on volume and weight, schedules based on traffic conditions, and store open time are some of the importance factors to be considered in this business.

Manual planning of sales schedules and supply route activity will result in

- ❖ Inefficient sales and distribution routes
- ❖ Potential to cause dead stores, fail to add new stores.
- ❖ Lack of visibility to up sell or cross sell
- ❖ Long travel distances, high fuel expenses & vehicle maintenance
- ❖ Dependency on staff with expert knowledge of the sales and the supply routes in an area.
- ❖ Extensively time taking manual process.
- ❖ Excessive staff and vehicles utilization
- ❖ Lack of visibility of field activities and getting real time data from the field.



HOW AUTOMATION HELPS?

Key advantages of using DhiSigma's Sales Force Automation:

- Accurate store location based on marking geocoordinate on the map.
- Asset tracking and positioning
- Centralized inventory management
- Automation of order management and secured payment collection
- Visual review of sales across geographical regions
- BI & Analytics reports.
- Call plan automated sales scheduling
- Optimization of vehicle usage and minimizing distances travelled.
- Significant reduction in paper
- Real time data on business activity and visibility of sales force on the field.
- Analysis of spatial data to gauge sales
- Automated delivery schedules, vehicle allocation and supply route generation.



CASE STUDY

Our client, a leading distributor of a multinational FMCG company in Kerala, India, manages sales and delivery activities through the length and breadth of the state. Around 55,000 stores are covered within the geographical area, across 25 branch offices, and with the staff strength of over 1100.



The distributor decided to automate the process to achieve

- ↳ Visibility in sales and delivery activities
- ↳ Integrate sales and delivery activity processes with the main ERP.
- ↳ Overcome the challenges in scaling up the business
- ↳ Secured payment collection from the stores.
- ↳ Optimize routes, vehicle usage, distances travelled and reduce time taken
- ↳ Efficiently manage the work force

DhiSigma's automation solution with route optimization helped the client achieve the above goals. Overall visibility of business activity with real-time data and dashboards. Visualization of the coverage location with heat map, a graphical representation of data, combining operations that helped to add new stores and clear dead ones. Overall the automation process helped the client to streamline the business and resulted in adding new locations and products to expand the business.

Major Challenges faced including resistance from the staff to adjust with the automation process, adopt and use new technology.

- ↳ **Benefits of 20% reduction in sales force**
- ↳ **20% in distance travelled**
- ↳ **Around 10% in total time travelled**





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