

Field Challenges Meet Real-Time Mobile Solutions

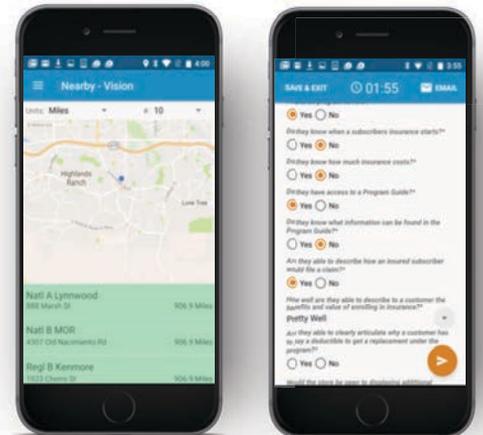
“With Vision by Mobile Insight I have access to critical field information at my fingertips—from a complete channel roll up to drill down capabilities at the region, market and location level. And I don’t have to wait weeks to look at reports. This type of instant access allows our team to stay updated each and every moment ensuring we’re working our strategic plans and responding to ever-changing retail conditions—all in real time.”

Brad Rumer / Program Director - Wireless

Vision, by Mobile Insight™ is a field management, performance and optimization solution that is ideally suited to track and respond to today’s retail operations’ challenges

SITUATION:

The Revenue Optimization Companies (T-ROC) has a variety of projects for retailers, including one of the world’s largest retailers. For this major big-box retailer, T-ROC manages wireless sales associates in 1,287 locations across 26 states, along with 125 market managers, and 26 regional directors and operations managers. With regular visits to multiple locations spread across a geographically diverse area, the challenge was to find a field management solution that could provide leadership with real-time visibility, help ensure compliance across all locations, and make every visit more productive.



“Keep Your Finger On The Pulse”



RESOLUTION:

Vision by Mobile Insight™ is an all-in-one field team management solution, ideal for companies that conduct regular visits across multiple, geographically diverse locations. The mobile application captures real-time data to make quick decisions, spot opportunities and escalate issues, with the ability to collect and share this data instantly, so everyone, at every level, focuses on the right priorities. In-store personnel can quickly and easily report sales and provide updates on operations. T-ROC project leadership was able to get a line of sight to individual store levels and ensure that they are making good on their promises, from merchandising to sales strategy to staffing. Data is collected electronically and available for easy access—with the ability to recall store visits at every level of the organization to ensure that there's clear understanding of expectations and follow-through on previous action items.

KEY BENEFITS:

- Patented geo-fencing technology to ensure field team is at the right locations
- Collect and share data instantly so everyone, at every level, is focusing on the right priorities
- Collect and upload photos to track product pricing and placement, plan-o-gram compliance, location merchandising and more
- Field reps know at a glance where they're going, who they're seeing, what data to collect and what happened on previous visits
- Advanced analytics and reporting to measure performance, reveal insights, & drive profits
- Reports based on field data by function, region, location and more—get unique insights into what's working and what's not at a glance