





# Mobile Survey & Dashboard Solution for Salesman Monitoring



# **Business Challenge**







Lack of Real-time Visibility



### Field Team Accountability



Inefficient Reporting



Integration Issues

# **Project Background**



## **Project Objective**

- Mobile app development for fieldworkers, salesman and supervisors.
- Web dashboard app for management officers to monitor their fieldworkers and store data coverage.

## <u>User Personas</u>

Generally, user personas are divided into two groups: fieldworkers and management officers.

## **Project Deliverables :**

- 1. Mobile App
- 2. Web Dashboard App

# **Strategic Question**





#### For Manager

- 1. Do the salesmen actually visit the store today?
- 2. Do the salesmen visit the store according to the schedule?
- 3. Are there any new stores (customers) around the salesmen that can be approached?
- 4. How can we enrich customer data to make the analysis more comprehensive and relevant?

#### For Salesmen

- 1. Where should I go today and how many?
- 2. How can I easily and automatically update customer data?

# What LOKASI can do for

Mobile Survey & Dashboard Monitoring for Salesman

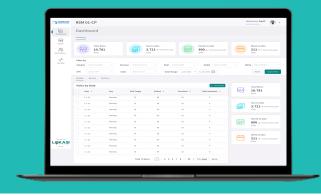
#### 1. Mobile App - Sales Survey

Helping to monitor the location of sales visits as one of the indicators of salesman performance.

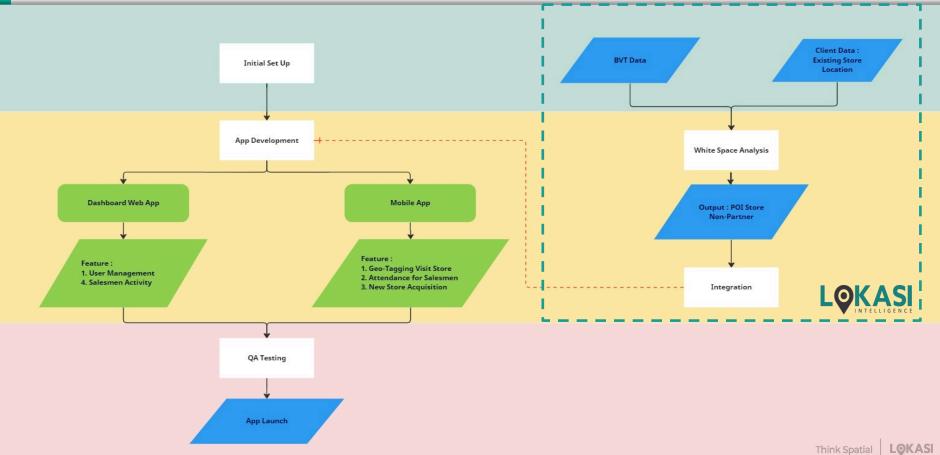


#### 2. Dashboard Monitoring Salesman

Dashboard to monitor the performance of salesmen by viewing a summary of their visits



# Process Flow Solution Map



# Mobile App Feature Salesmen Workforce Management System

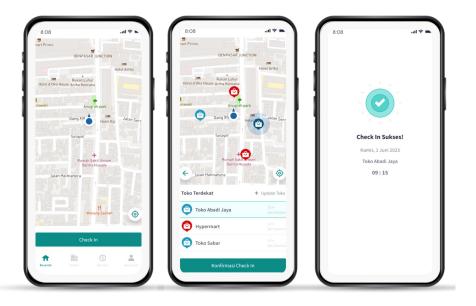


## **Geo-Tagging Store Visit**

**Simplified Task Execution:** Field salesman can execute their tasks with greater ease and efficiency by utilizing geo-tagging for store visits.

Accurate Visit Information: The use of geotagging ensures accurate and automated recording of visit-related data to partner stores.

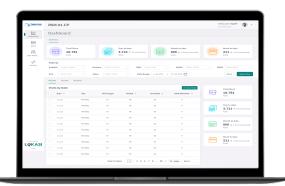
**Enhanced Monitoring:** Management benefits from improved monitoring of their sales team's daily visit activities.



# Mobile App Feature Salesmen Workforce Management System



## **New Store Acquisition**







Integration with internal client data, such as existing distribution channels.

 $\bigcirc$  Incorporation of BVT data to differentiate partners from non-partners.

Facilitating planning for potential expansions with partner stores.

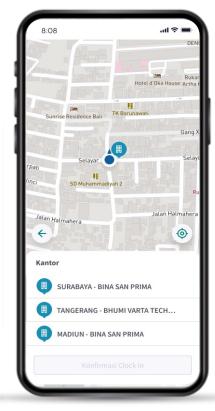
Simplify data collection for acquiring new partner stores while the sales team is in the field.

# Mobile App Feature Salesmen Workforce Management System



## **Attendance for Sales**

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EfficientTimeTracking:Helpssalesrepresentatives log their work hours accurately.Improved Accountability:Ensures sales teammembers are accountable for their attendance.Real-timeVisibility:Provides real-time insightsinto the whereabouts of the sales team.

**Efficient Scheduling:** Allows managers to schedule sales activities more effectively

# Web Dashboard Feature Salesmen Workforce Management System



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#### User Management Dashboard facilitates

the process of updating user information, adding new users, or removing inactive users, while also determining the hierarchy of each existing user

### **User Management Dashboard**

# Web Dashboard Feature Salesmen Workforce Management System



**Sales Activity Dashboard** allows supervisors and management to monitor sales activities in real-time, track performance, and easily distribute tasks, thereby improving the effectiveness and efficiency of their monitoring.

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### **Sales Activity Dashboard**

# Web Dashboard Feature Salesmen Workforce Management System



## **API Integration**

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#### Facilitates Seamless Communication :

API integration enables different software applications or systems to communicate and share data effortlessly, enhancing interoperability and streamlining processes.

# **Key Benefit**





#### **Increase Productivity**

Enhances the efficiency of salesmen by simplifying tasks, automating schedules, and providing real-time activity updates. It also provide management with tools to monitor activities and oversee salesmen effectively.



### Better Planning/Territory Management

Optimizing salesmen territories not only improves coverage and resource allocation but also reveals new business opportunities, contributing to strategic growth and enhanced market reach.



#### Expansion

Identify new business opportunities in untapped areas and supporting the expansion of the target market. From retail, F&B, FMCG companies to Government Agencies trust us to be their solution enabler...



# Partners



Microsoft



JASA RAHARJA
A member of FG











# **Think Spatial**





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