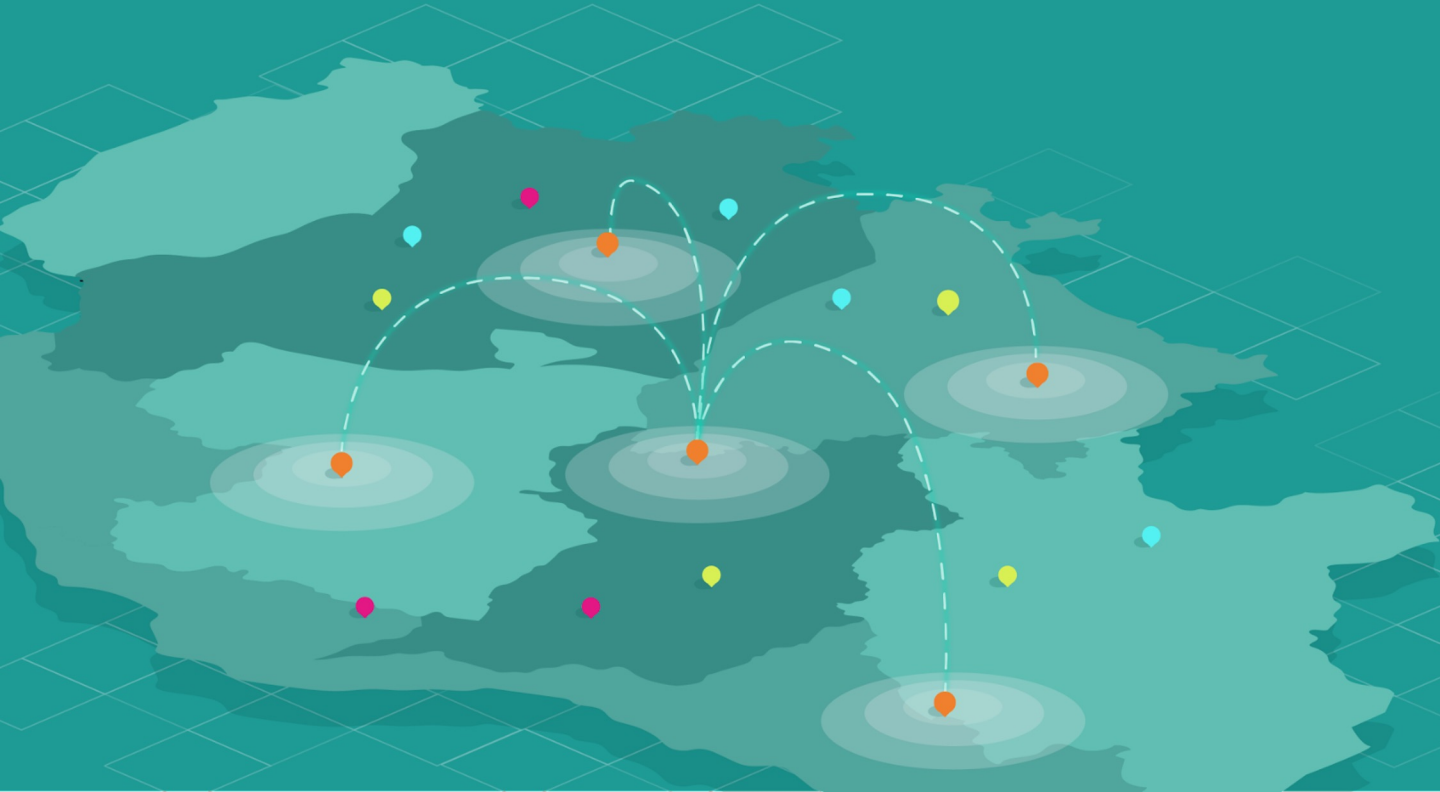




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Mobile Survey & Dashboard Solution for Salesman Monitoring



Business Challenge



Overload Data



**Lack of Real-time
Visibility**



Field Team Accountability



Inefficient Reporting



Integration Issues

Project Objective

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

User Personas

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

Project Deliverables :

1. Mobile App
2. Web Dashboard App



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

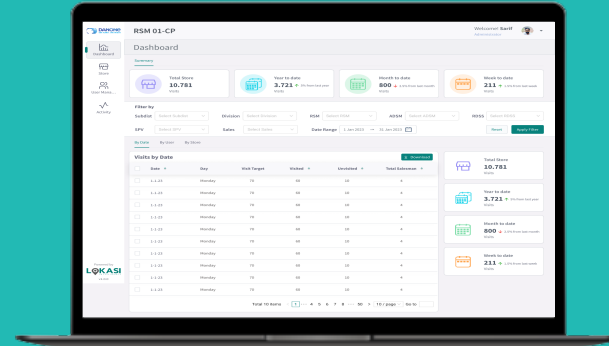
1. Mobile App - Sales Survey

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



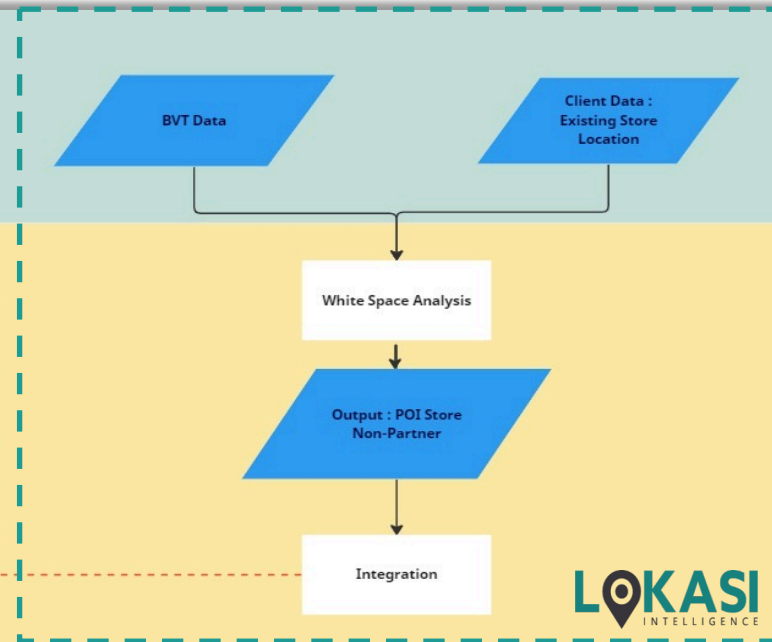
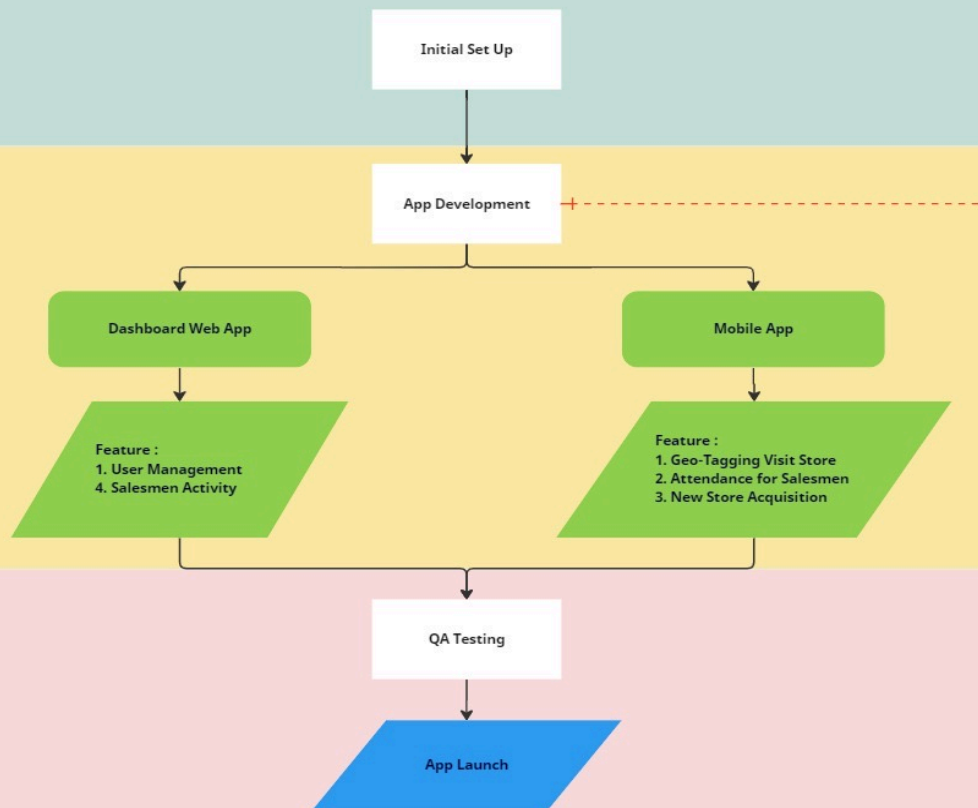
2. Dashboard Monitoring Salesman

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



Process Flow

Solution Map



Mobile App Feature

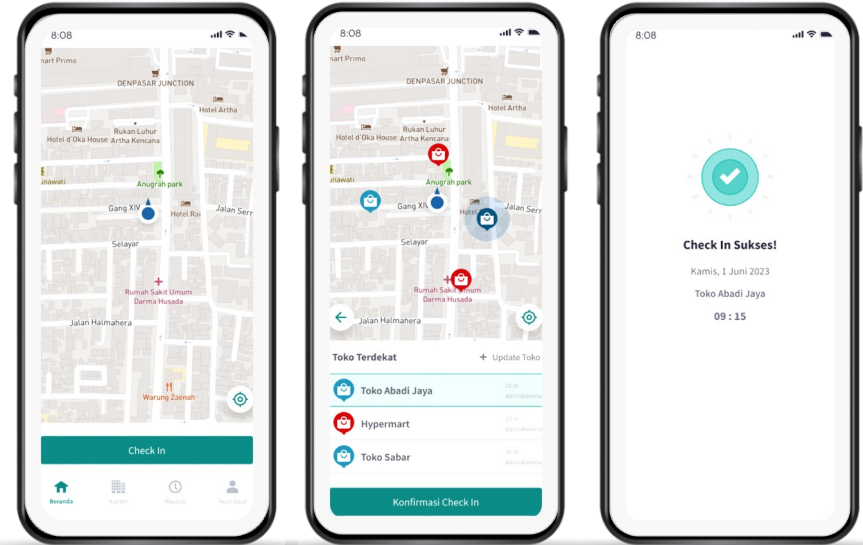
Salesmen Workforce Management System

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 geo-tagging ensures accurate and automated recording of visit-related data to partner stores.

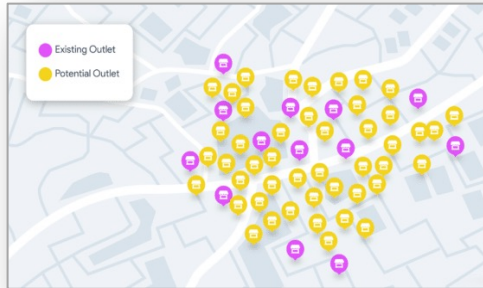
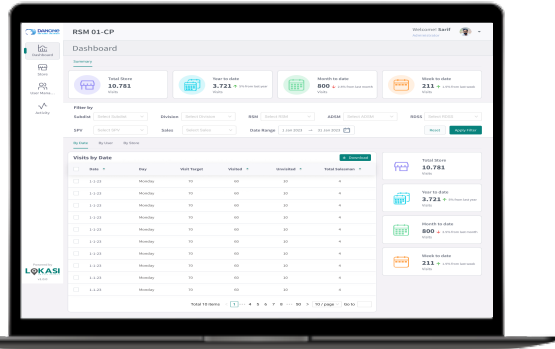
Enhanced Monitoring: Management benefits from improved monitoring of their sales team's daily visit activities.



Mobile App Feature

Salesmen Workforce Management System

New Store Acquisition

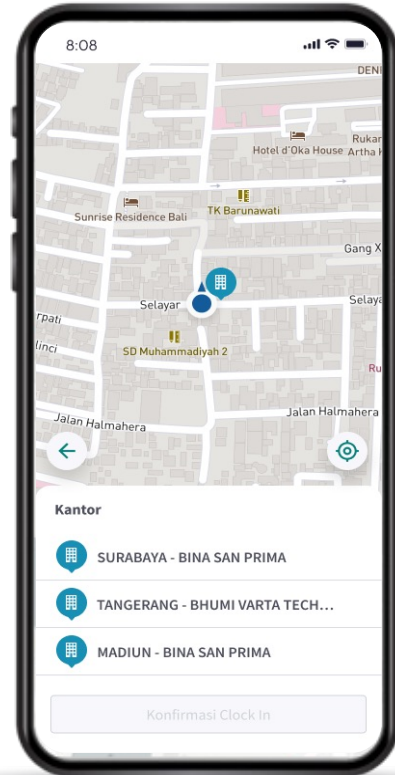


- Integration with internal client data, such as existing distribution channels.
- Incorporation of BVT data to differentiate partners from non-partners.
- Facilitating planning for potential expansions with partner stores.
- Simplify data collection for acquiring new partner stores while the sales team is in the field.

Mobile App Feature

Salesmen Workforce Management System

Attendance for Sales



Efficient Time Tracking: Helps sales representatives log their work hours accurately.

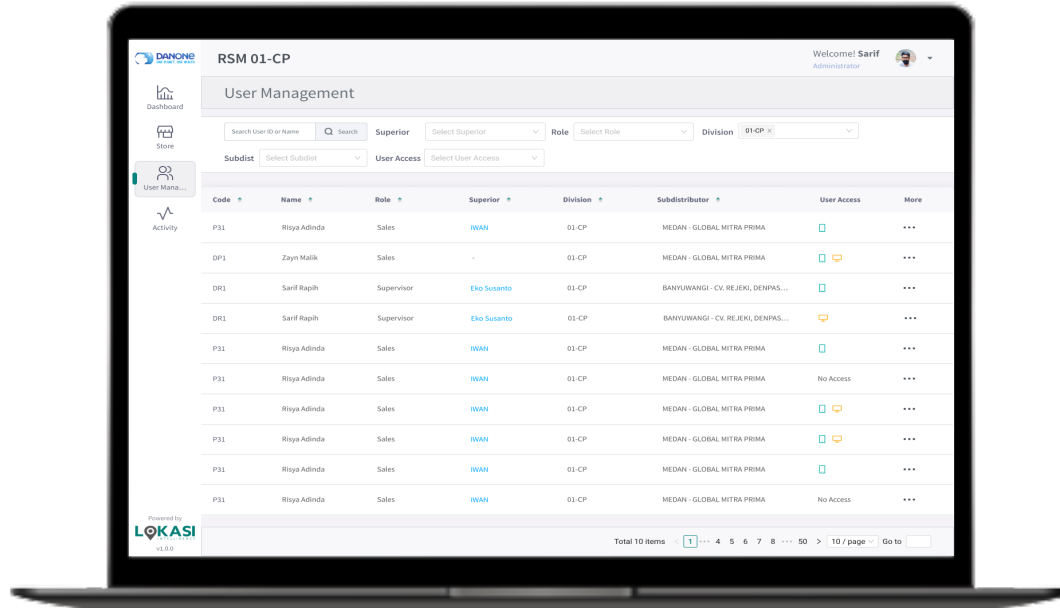
Improved Accountability: Ensures sales team members are accountable for their attendance.

Real-time Visibility: Provides real-time insights into the whereabouts of the sales team.

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

Web Dashboard Feature

Salesmen Workforce Management System



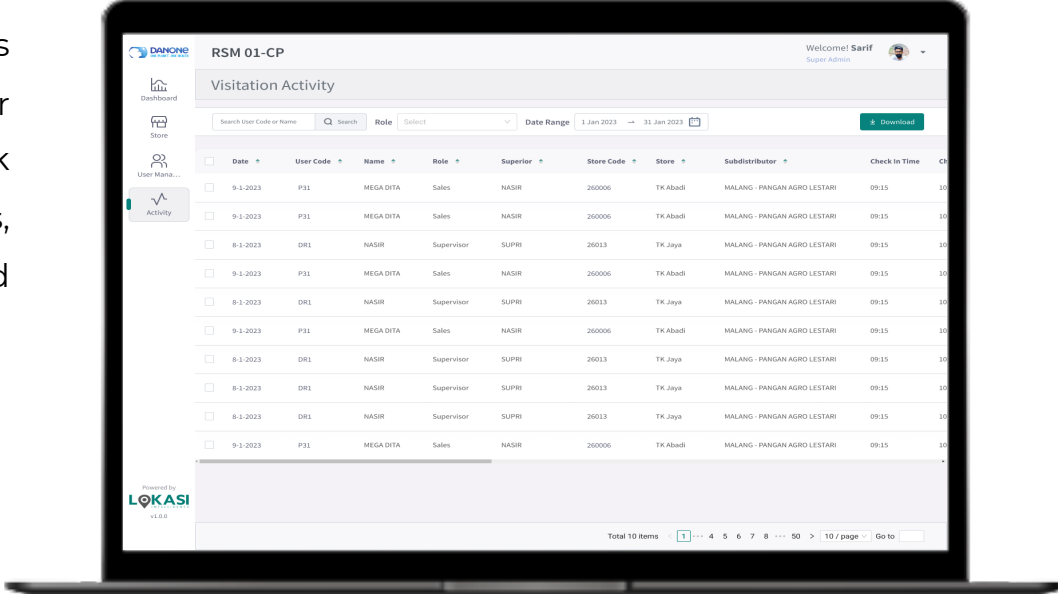
User Management Dashboard

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

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.



RSM 01-CP

Welcome! Sarif
Super Admin

Visitation Activity

Search User Code or Name Role Date Range 1 Jan 2023 → 31 Jan 2023

| <input type="checkbox"/> | Date | User Code | Name | Role | Superior | Store Code | Store | Subdistributor | Check in Time | CR |
|--------------------------|----------|-----------|-----------|------------|----------|------------|----------|------------------------------|---------------|----|
| <input type="checkbox"/> | 9-1-2023 | P31 | MEGA DITA | Sales | NASIR | 260006 | TK Abadi | MALANG - PANGAN AGRO LESTARI | 09:15 | 10 |
| <input type="checkbox"/> | 9-1-2023 | P31 | MEGA DITA | Sales | NASIR | 260006 | TK Abadi | MALANG - PANGAN AGRO LESTARI | 09:15 | 10 |
| <input type="checkbox"/> | 8-1-2023 | DR1 | NASIR | Supervisor | SUPRI | 26013 | TK Jaya | MALANG - PANGAN AGRO LESTARI | 09:15 | 10 |
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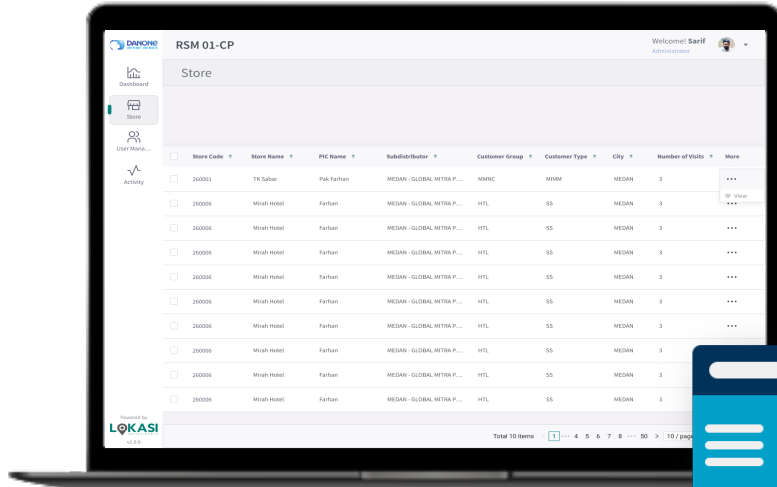
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Sales Activity Dashboard

Web Dashboard Feature

Salesmen Workforce Management System

API Integration



Facilitates Seamless Communication :

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





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...

XXI

HANGRY!

THE HARVEST
Pastry & Chocolaterie

Jari Jawa

BAT
BATER TONGKOR

ASTRA MOTOR
member of ASTRA



KraftHeinz

GAJICERMAT

MARS
Indonesian



FORCLIME

TOWER
BERSAMA
GROUP

bukalapak

FIFGROUP
member of ASTRA

Kartanegara
Energi
Perkasa

HORIZON

AstraDigital

ReFIT

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TIME



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BHUMI VARTA
TECHNOLOGY

bvarta.com | sales@bvarta.com | +62 81366464064

