





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

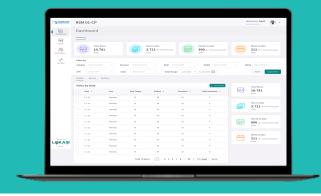
1. Mobile App - Sales Survey

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

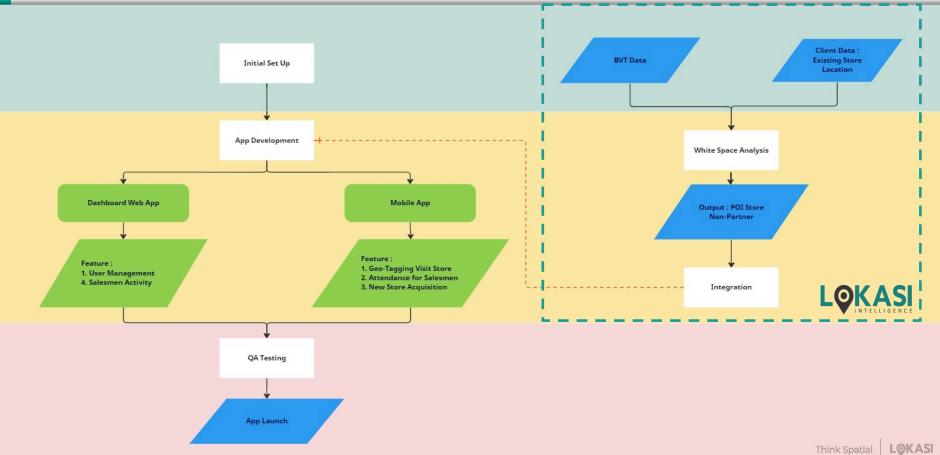


2. Dashboard Monitoring Salesman

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

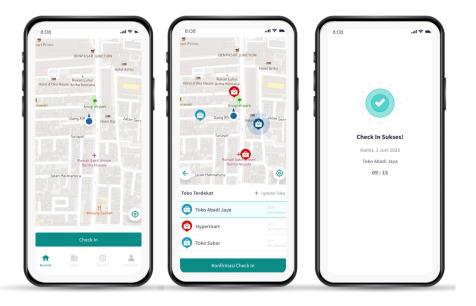


Geo-Tagging Store Visit

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.

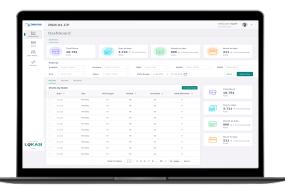
Enhanced Monitoring: Management benefits from improved monitoring of their sales team's daily visit activities.



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.

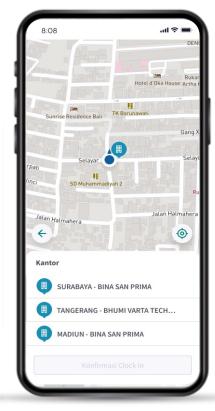
Simplify data collection for acquiring new partner stores while the sales team is in the field.

Mobile App Feature Salesmen Workforce Management System



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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



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A member of FG











Think Spatial





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