**experion®**
experience value..

# Deploying FieldMax mobility application for field sales automation

## Overview

### Customer Profile
A leading frozen food company with global foot print in 85 countries worldwide. Engaged in meat and frozen foods export/import and distribution.

### Industry: FMCG/GPG

### Business Situation
Gain more insight and visibility to field sales and marketing. Enhance field team productivity and equip the team for meeting modern day sales challenges

### Solution
Deploy FieldMax SFA mobility application for empowering the sales team and capturing market intelligence.

### Benefits
- Fast sales execution
- Better sales data visibility across the value chain
- Better grip on sales team productivity
- Clear data on product movement and aging

**fieldmax®**
field productivity maximised

The Client is a leader in frozen foods and ice cream segment and has significant presence in the global market. Representing the premium product segment in frozen foods market, the client enjoys a formidable command in the segment it represents and is a leader by brand visibility and sales turnover. The client is a major in international market as well and has interest in other verticals such as food and beverages segment.

Marking its presence in more than 85 countries, the client has business interest in agri products pet foods, Coffee products, meat and meat products etc. The brand moves through a series of C&F agents and distributors. The India arm of the client has a field sales team of around 200 direct sales reps and around 200 channel sales representatives. The client manages 100+ distributors and close to a dozen plus C&F agents.

The client has a strong reach in the segment it represents. However, managing the team and consolidating sales data was becoming increasingly difficult due to large and complex sales network. The manual data consolidation was time consuming and error prone. At the same time, client was also looking at ways to enhance the productivity of the sales reps and maintain its market share through innovative use of technology. SFA was on top of priority . The client evaluated several products and choose FieldMax mobility application as the preferred solution.

FieldMax mobile application was also rolled out for secondary sales data which included sales order, inventory updates, merchandising, asset tracking etc. One of the major requirements of the client was to track shelf space and aging of the product in the counter. FieldMax perfectly met this requirement of the client through its innovative mobile application. Connected to the FieldMax office(backend) application the distributor team and HO team shall have real time visibility to the market data enabling them for better invoicing and product shipment. Distribution team shall also get consolidated updates on the sales transaction in real time enabling quicker and easier process execution.

Some of the direct benefits experienced by the client include:
- 19% increase in daily sales call and retail outlet coverage in the first 3 month of deployment.
- More visibility and ease of route planning and optimization
- 90+% improvement in data accuracy and fulfillment
- 30% improvement in quantitative and qualitative decision making because of real time and authentic business data availability
- Better compliance and structured operational execution

**About FieldMax:** FieldMax (www.fieldmax.in) is Experion Technologies' flagship Enterprise Mobility Solution signed up by over 160 manufacturers and distributors to automate their field sales and distribution operations while servicing thousands of retailers. FieldMax facilitates a combined 528,000 retailer visits per month across two continents. FieldMax customers have reported an average of 11% reduction in field operations costs; an average of 21% increase in retailer coverage per day per salesperson which resulted in 5% to 8% increase in order booking per working day per salesperson. NASSCOM and Frost and Sullivan has rated FieldMax as an Exemplar in its Product Excellence Matrix for enterprise mobility in 2014.