

Australian Bakels

“The increase in sales productivity is more than twice the combined cost of the Xora and Telstra services.”

— Andy Nelson, Sales and Marketing Director



At-A-Glance

- ▶ More efficient field operations by improved routing and dispatching of field staff.
- ▶ Improved customer service by increasing face-time with customers due to better scheduling.
- ▶ Efficient payroll process by recording accurate, tamper-proof time sheets.
- ▶ Improved field communications by providing updated, real-time, daily information.

Background

Australian Bakels provides baking ingredients to large and small baked-goods manufacturers throughout Australia. Forty sales reps meet daily with customers at their plants and retail stores. Bakels would like to increase the amount of time spent with each customer by optimizing sales rep schedules and improving the process of job assignments and collection of customer data.

Situation

Until recently, job assignments and data collection was done manually. Reps submitted paper run-sheets detailing information on customer status and daily activities. Since field staff timecards were submitted manually they were prone to many inaccuracies and management could not confirm how many hours were actually worked.

Solution

Bakels deployed Xora GPS TimeTrack, a software application that runs on BlackBerry® 8800 devices carried by reps who can now record timesheet and job status information from the field. Management can access web-based maps and business reports that show the locations and job activities of field staff throughout the day.

Management can now identify bottlenecks and improve field rep productivity by knowing how much time reps are spending with customers; how long it is taking to travel between jobs; and what is

accomplished at each stop. Based on this data, a manager might decide to adjust a rep's schedule or re-route to optimize driving time. In addition, Sales managers have improved field communications by sending a message via cell phones to the field when a product is being promoted or discounted giving sales reps' updated, real-time information.

Result

Bakels is now getting full value for its investment in rep field time. Bakels can now accurately verify hours worked by field staff that has greatly improved the payroll process. Since they have more visibility into field activities they have been able to optimize driving routes and dispatching allowing for improved field operations. Lastly, due to better scheduling they have been able to improve customer service by spending more time with their customers.