

EXE Software

esFields



The industry of retail means transparent field sales operations and a strong connection between points of sales data and internal activities.

In Sales



Challenges

Retail companies must always ensure transparent field sales operations and establish a connection between field data from points of sales and internal activities.

1. There is a great discrepancy between field data and shop floor reports
2. Poor control on agents' schedule, individual target or location
3. No direct way to record customer reaction and buying behavior



Ideal Solution

- Automatically gathers and centralizes accurate information, through customizable reports
 - Helps team leaders supervise sales and agents' schedule in real time
 - Registers data about customer interactions
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- Smooth data collection process, no information loss (the solution works even offline)
 - A tool that agents can use to place orders, check their status and transmit information, in real time, to their colleagues and managers
 - Actionable feedback from customers



Desired Outcomes

Customers need to have their data from points of sales synchronized with shop floor reports. Managers should be able to oversee field agents' activity and have accurate feedback from customers.

- Access and analyze sales data in real time
- Data accuracy
- Oversee agents' timesheet and achievements



In Merchandising

Merchandising and distribution involves a great level of dynamism and there is a constant need for real time information.



Challenges

Companies in merchandising and distribution have to supervise their products down the distribution chain and constantly check stock status. All these while also keeping up with market trends.

1. Lack of automated systems to register and analyze field data
2. Significant differences between field situation and official reports
3. Frequent bottlenecks in distribution and difficulties in keeping up with market changes



Ideal Solution

- Allows users to check stock availability, in store promotions, placement or prices
 - Facilitates distribution operation and prevents bottlenecks
 - Collects and analyzes field data, transforming it in actionable information
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- Better overview of field operations down the distribution chain
 - Ensuring qualitative services for customers and partners
 - Keeping up with changing market trends



Desired Outcomes

Customers are able to oversee their field activity and gather relevant information about their stocks and target markets.

- Constant audit of distribution and in store campaigns
- Pricing and stock analysis and reports
- Data collection on competitors or target markets



The transport and logistics industry is dependent on efficient and correct collection, transmission and processing of information in the roadmaps.

In Transportation



Challenges

Companies deal with issues when it comes to obtaining real time updates from agents in the fields and there is a discrepancy between planned routes and actual routes that needs to be tracked and optimized.

1. Faulty reports related to work hours
2. Differences between planned routes and resulting roadmaps
3. Lack of organization in prioritizing daily tasks (client visits, routes etc)



Ideal Solution

- Automates task management and route optimization for field agents
 - Provides predefined forms and processes, to improve control over regular activities
 - Leaderboard gamification for field agents
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- Accurate information about agents' location and activity
 - Field teams get optimized routes based on relevant criteria
 - Analysis and reports that give customers a competitive advantage



Desired Outcomes

Customers get clear overview of their agents location and activity, being able to plan their next operations according to business priorities.

- Efficient decision making process
- Actionable information obtained from field data
- Better time of response on route issues



Transform field data into actionable insight for the best business decisions

Real time accurate data collection

- On and offline data collection
- Data entry verification

Overview of field operations

- Route planning and GPS tracking
- Task management for field agents

Data analysis and customizable reports

- PowerBI interactive live data
- Cloud storage (no need for any infrastructure)

Collaborative

- Users' interaction (chat, document sharing)
- Gamification leaderboard

"With **esFields**, we manage to gather information from our teams much faster and make intelligent use of resources and information." - *Ovidiu Vizante, General Director – Rail Cargo Group*

EXE Software esFields



esFields allows customers to transform field information into actionable insight for business decisions. This is due to accurate data collection, analysis and reporting.

It's a self contained solution, so implementing it does not involve any effort for users.

Solution Alignment

esFields provides Power BI customizable reports

Data analysis and customizable reports, which result in actionable insights that can be transformed in business decisions.



Cloud storage

No need for on-premises infrastructure, since all the information is safely stored on Cloud.



Self-contained solution

The solution has increased security and can be scalable for up to 1000 users.



Customer Success Story



L'ORÉAL

The collaboration between EXE Software and L'Oréal Romania started in 2002, and in 2017 it was renewed with the esFields project.

Activating in a dynamic industry, retail, L'Oréal Romania needed a flexible solution, to collect accurate information from each point of sale and create reports that are easy to adjust, access and understand. In addition to this, the application had to keep up with market and procedure changes, reduce response time and have minimal data storage.

EXE Software team has understood L'Oréal's business needs and has translated them into a customized version of esFields, an app that is complex yet easy to use.

The solution now matches client's requests and the reports generated are used by the entire company, in many business areas: marketing (to correlate field data with the actual situation), training (through evaluations of activity quality), key accounts (sales evolution in real time) etc.

Project size - 25k Euro / year for 150 people

Win Results

Since it started to use esFields, L'Oréal Romania has managed to reach a percentage of more than 90% accuracy for field data – the remaining faults occurring are normally caused by human errors, as expected.

The collaboration between EXE Software and L'Oréal Romania has happened smoothly, without communication issues, following well-established procedures.

“EsFields surprised us at the right time in our path to success. A symbiosis has been created since the beginning of collaboration between L'Oréal needs and EXE Software know-how! I think we are part of the same team and we follow the same performance goal, the message is linear and that helps us evolve. We test, learn, explore new strategies and enjoy results.”

- Ionela Mandrescu, Trade Marketing L'Oreal Romania