

Geoptimization Supporting on Field Teams

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Who we are

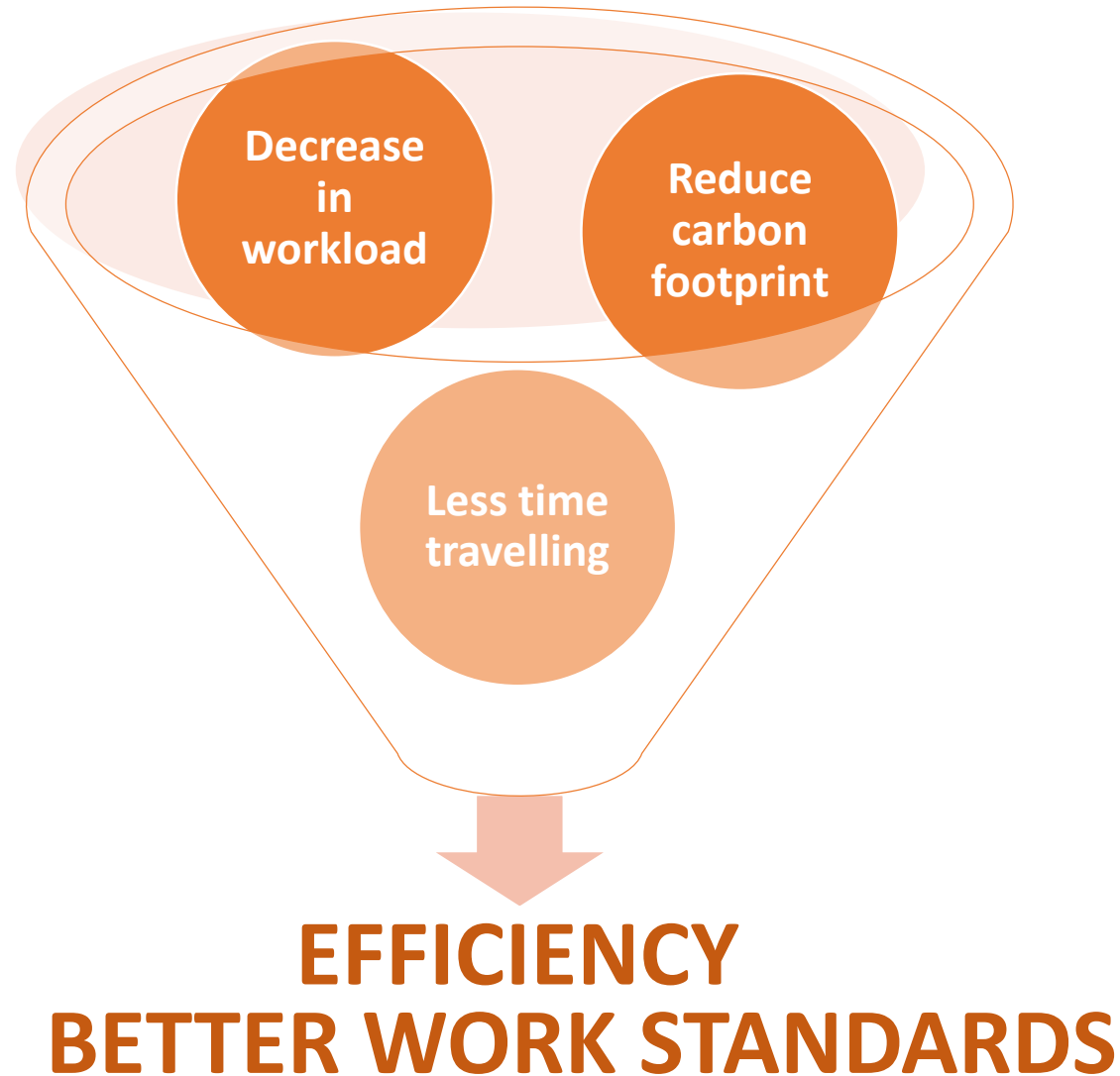


A specific sales force model



- ❖ **140 Sales people on the field**
- ❖ **4200 outlets**
- ❖ **130,000 annual visits**
- ❖ **4,026,000 kilometres**
- ❖ **Heavy workload→
Resort to part time jobs**

Reorganizing the map: Creation of a new unit thanks to the Geoconcept tools



How did we do it?



Personal data

- Collect data
- Test the available data

Processed with
Geoconcept

- **Territory Manager**
- **TourSolver**

Distribution to on
the field teams

- Broadcast of the maps to the sales team
- Broadcast of the optimized TS plannings



Gains & Impacts of the reorganization



— Current
— Proposition

Our solution

+ 1 Employee

Rely less on
part time jobs

LESS SALES PEOPLE
IN THE OUTLET

2 hours less
spent
travelling

2 hours more
spent being
with the
client

**A SALES MEMBER
CLOSER TO THE
CUSTOMER**

Geoptimization in the Employee's DNA



Currently

- ☐ Teams questioning the process
- ☐ Preaching Geoptimization to teams
- ☐ Manual processing of BBD required

Perspectives ?

- ☐ Employees convinced of the benefits of geoptimization
- ☐ Easy access from our teams to the recommendations
- ☐ CRM-Geoconcept interaction

A vibrant tropical illustration featuring a toucan with a large orange beak and blue eye, surrounded by various green leaves, palm fronds, and colorful flowers including purple, yellow, and red ones.

GEOWORLD

PARIS
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FESTIVAL

THANK YOU

For your attention

