

Field Force Planning - Benefit Summary

Geomangement Solutions with PTV Map&Market



Overview

- > **1. Definitions of Utility and Value**
- > **2. Central Pre-planning and Decentral Planning**
- > **3. Cost-Saving Potentials**
- > **4. Acceptance & Conclusion**

Definition of Utility Levels

1. Quantifiable Utility

- > Quantifiable optimisation of business processes
- > Savings, e.g. personnel savings

2. Operational (qualitative) Utility

- > Clarity, overview, sound argumentation basis
- > Fairness, planning reliability, financial controlling, quality optimisation

Definition of Utility Levels

3. Strategic (political) Utility

- > Optimum market position**
- > Internal gain of image and psychological effect on sales reps**

4. External Utility

- > Optimum customer coverage**
- > Improved customer service**
- > External gain of image**

Value and Utility

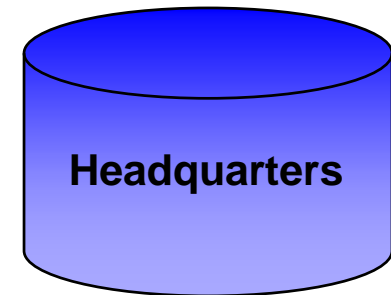
- 1. The time of amortisation of a PTV project is determined by the *value* that has been gained for all beneficiaries**
- 2. The *value* in turn is defined as the total utility achieved on all four utility levels and across all beneficiaries**
- 3. Thus, the time of amortisation is abbreviated by creating a demand in as many divisions* as possible and then looking at all four levels of utility in each division**

* (Potential divisions are all distribution channels of indoor service and field service, such as Controlling, Marketing, Market Research, Service, Management, Customer Care etc.)

Software for Field Forces

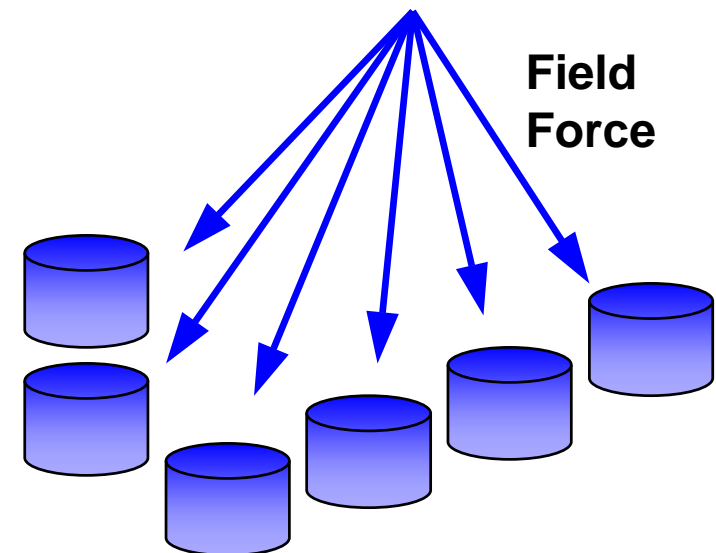
Part 1 Headquarters:

- > Support for strategic long-term planning
- > PTV Map&Market



Part 2 Field Rep:

- > Decentralized operational support for field reps
- > PTV xServer components in CRM
- > Navigation systems...



Benefits Part 1

- > **Transparency and clarity**
- > **Objective planning**
- > **Easy simulation of "what-if" scenarios**
- > **Increased fairness for the sales reps**
- > **More time spent with the customer**
- > **Market research and potential-based planning**
- > **Controlling functions**
- > **Individual development with PTV technically & internationally**

Experience Values of Utility - Part 1 (PTV Map&Market)

1. Address validation

~ 10 cent per data record p.a.

Corrected addresses
and corresponding coordinates

2. Visualisation & analysis

~ 0 - 3 % increase in turnover

Strengths - weaknesses; white spaces;
potentials and consumption; market research

3. Location & district planning

~ 3 - 5 % increase in turnover

What-if-analyses; higher planning reliability;
support in strategic decision-making

4. Strategic centralised trip planning

~ 3 - 10 % less km/time!

Precise workload preview, including driving time;
Consideration of special tasks; checking allowances ...

Acceptance of CRM-Integrated Trip Planning (Part 2)

- > **Higher acceptance in the field because the planning sovereignty remains with the field rep**
- > **Cost-consciousness**
- > **CRM has become more popular**
- > **Average amortization time is less than 18 months**
- > **Trade unions...**



Experience Values of Utility - CRM Integration (Part 2)

1. Visualisation

+ ~ 0 - 3 % time saved

Orientation aid in form of route lists;
creation of cost-awareness

2. Operative trip planning

+ ~ 5 - 12 % time saved

Field reps individual planning;
Consideration of regional conditions,
sudden changes and special tasks
Scheduling propositions function; „Re-shuffle“;
overnight stay trips; Search for next function

4. Navigation

+ ~ 0 - 5 % time saved

Destination guide (including voice guide);
Current traffic information; traffic jam bypass...

Savings Potentials Parts 1 and 2

When considering all measures, our projects often revealed a savings potential of approx. 10 per cent less kilometres - for the same number of customer visits!

Example:

**100 sales reps each drive approx. 50,000 km (25,000-60,000 km) p.a.
= 5 million km
= €2 million car expenses (with 40 cent per km p.a.)**

This means that car expenses of €200,000 p.a. could be saved!

Put differently: With an average of 8 visits per day and 200 days per year, 100 sales reps make 160,000 visits.

**The costs per visit (total costs) are often exceed €100 (~ €50 – €300)!
This means: minimum total costs of ~ €16 million!**

**Total costs of €16 million (for 100 sales reps), divided by 5 million km p.a.
means that each extra kilometre costs €3.20 !!!**

First-class performance. PTV.



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