

BSH Bosch and Siemens Hausgeräte GmbH: Global white goods markets

PTV Map&Market/Premium optimises strategic sales processes

Worldwide strategic sales force planning is a major challenge for BSH Bosch and Siemens Hausgeräte GmbH (household appliances).

PTV Map&Market/Premium has helped BSH to increase sales performance and to organise its global sales activities in an efficient and uniform manner.

Client: **BSH Bosch and Siemens Hausgeräte GmbH**, headquarters in Munich, is one of the world's leading companies in the household appliances sector.

Task: Global strategic area planning.

Solution: PTV Map&Market/Premium, professional software for area planning.

BSH's head office is located in Munich, Germany, and supports its sales organisation around the globe. Its sales force has to cope with completely different challenges that vary from country to country. In Sweden, for example, a team of 32 sales representatives is responsible for a territory of over 300,000 square kilometres. Employee A has numerous customers located in rural areas and spends a lot of time on the road. Employee B has to cover an area that is more densely populated. He or she spends more time calling on customers than on the road. The workload has become more "transparent" thanks to PTV's software solution which optimises the sales territories. As a result, travel time is reduced leaving sales reps more time to call on their customers.

Structured data – strategic planning

Strategic trip planning focuses on irregularly recurring appointments with all customers, depending on the priority level.

Firstly, all country-related data records were systematically collected using PTV Map&Market/Premium. Then, the system calculated the optimal number of sales representatives and their locations and allocated them to their customers and sales call routes. The planning tool combines competing objectives: how many sales persons does the company need to provide all customers with high quality services? Where are the sales representative offices located and how can they be optimally allocated to the customers? Which existing customer allocations should

not be changed? For example, each country has different working hours and customer opening hours.

"The software helps us to create a proposal on how to optimise strategic sales planning for each sales organisation. We discuss this first concept with the sales manager and his or her team and fine-tune it in order to finally work out the optimal solution," says Oliver Konwer at BSH Bosch and Siemens Hausgeräte GmbH headquarters in Munich.



Central interface

PTV Map&Market/Premium collects data from around the globe and displays all interrelated information on the map. The software takes various parameters, such as sales call frequency and time, staff working hours, trip-related driving time, customer availability and other restrictions, into account. The software was easily integrated into the company's system environment.

Sales optimisation with PTV software has become a key element within BSH's comprehensive sales management system. Now, the central sales organisation can share their experience and expertise with their colleagues abroad since they have direct access to all sales information. The next step for BSH is to provide its international branch offices with PTV's software system. BSH sales organisations around the world are very pleased with the new planning solution, not least due to the systematic approach of Dr. Suffel and his Munich-based team of experts.