

## Excellent combination of trip planning and CRM

### Built-in solution made by PTV and CAS is a big hit with sales teams

“Even employees who have only basic computer skills enjoy using this new solution designed to support our sales force,” says Michael Schuster, Field Coordination Manager at Danone GmbH, Germany.

The complete system is based on professional PTV software solutions combined with the CRM solution made by CAS GmbH, Kaiserslautern. This user-friendly solution helps Danone to save both time and money. The built-in system processes all steps - from strategic planning to operational trip planning - in a highly efficient manner.

**Customer:** Danone GmbH, headquartered in Haar, Germany, no.1 worldwide in fresh dairy products. Its major brands are Actimel, Activia, Danonino and Danette.

**Challenge:** Providing a complete system covering all planning tasks from central strategic planning at Danone's headquarters to flexible operational trip planning on the sales team's tablet PCs.

**Solution:** PTV Sales&Service for strategic trip planning (sold under the new brand name **PTV Map&Market/Premium** since October 2007), the CRM solution CPWerx by CAS GmbH, Kaiserslautern, with built-in PTV eServers for detailed operational planning.

### Greater Flexibility

The dairy products manufacturer has chosen the geomangement system PTV Sales&Service for central strategic planning and efficient location, territory and trip planning. All planning steps are managed from one location, i.e. one workstation at Danone's headquarters. The system takes customer-specific requirements, such as opening hours or bank holidays into consideration and calculates cost-efficient trips for each sales representative.

These so-called standard appointments form the basis for the sales representatives' itineraries. Frequencies, capacities and the selection of customers are set by default.

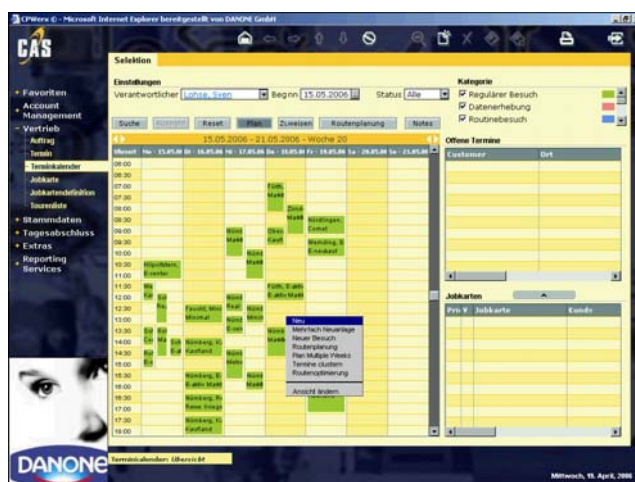
### Integrate ad-hoc appointments

“However in sales there are often many unexpected or unplanned events, such as sales promotions, trade fairs or meetings to be integrated into the daily or weekly schedule. PTV's software solution

immediately includes these unplanned activities in the calendar,” says Thorsten Frerk, Senior Sales Consultant Logistics at PTV.

PTV eServers integrated into the CRM solution CPWerx enable the sales teams to optimally include these short-term modifications. A built-in PTV module intelligently combines short-term and standard appointments to create cost-efficient routes and schedules for one or more days.

Each sales representative can still revise the plan according to his or her needs. The sequence order of one- or multi-day trips is then optimally re-integrated into the calendar.



All appointments clearly listed in the calendar with the aid of PTV technology

### Considerably increased number of sales calls

Thanks to PTV technology, planning processes have become more transparent and reliable. Optimised scheduling and processing help Danone create a flexible and motivating work environment.

Michael Schuster confirms that his organisation is very pleased about the current results: “It is very important to us that the new solution is well received by our sales team. We are very happy with the results.”