

Professional sales force planning

Long-term customer relies on PTV software

Since 1980 Langnese-Iglo GmbH has been relying on the professional software made by PTV. At that time, Langnese was the first customer using the trip planning system PTV Intertour. Over the last twenty years the company has continuously optimised its ice cream supply. An external service provider is now taking care of Langnese's vehicle fleet. But even today the company is still counting on PTV software for optimising its sales force planning processes in the food sector.

"Before using PTV Sales&Service every sales representative planned its own sales calls and frequencies," explains Olaf Zabel, responsible for strategic personnel planning, working hours, organisation and the use of sales force information and CAS systems at Langnese.

User: **Langnese-Iglo GmbH**, headquarters in Hamburg, six regional centres, internationally known through ice-cream and frozen food, 3,800 employees.

Task: Optimisation of sales force territories and sales calls as well as area analysis to increase efficiency and service.

Solution: PTV Sales&Service, the professional program for sales force management, sold under the new brand name **PTV Map&Market/Premium** since October 2007.

Two steps to the target: Improved customer service and sales force effectiveness

The sales force regularly calls on the sales point, is responsible for sales promotion activities and supports the food stores. The aim is to regularly meet customers and keep all appointments based on a trip schedule which takes all planned sales calls and changes in upcoming appointments into account.

Firstly, the planning system determines optimal locations for each employee and takes account of balanced workload, capacities and working hours. The impact of changing locations is another important aspect. Secondly, area analyses provide information on optimal territory structures, for example, when employees leave or join the company. The focus here lies on analysing impacts on previous areas and new locations as well as effects of reduced travelling time.

PTV Sales&Service calculates the best weeks and days for each sales call. All conditions such as wholesalers preferences, working hours or maximum trip length are taken into account. The employees receive the exact trip schedule for each day. The software calculates the best route and provides an exact route description. However, the sales representative can also decide for himself which route to take. So, there is still room for flexibility.



Olaf Zabel summarises: "We are very pleased with the results. The first test phase was extremely successful. PTV Sales&Service has helped us to optimise our sales territories and strategic planning has increased the number of sales calls and contacts. Our aim is to improve sales force effectiveness. We want to spend less time in traffic so that we have more time for our customers. And PTV has supported us every step of the way."