

Twelve percent of travelling time saved

Satisfied customers of integrated solutions by PTV and CAS

Veltins wanted more planning security with maximum efficiency for all sales processes. By choosing the new integrated system by PTV and CAS, the company got exactly what they wanted.

"Even after only two of the integration steps were performed, an average saving of twelve percent of driven kilometres and travelling time could already be seen", summarises Raphael Sprink, head of sales management. "This meant that we could use the integrated trip optimisation to greatly increase the number of customer calls for our sales force".

User: **Privatbrauerei C. & A. Veltins**, Meschede-Grevenstein, founded in 1824 and famous as one of the leading premium pils brands in Germany and mixed beer drinks. Many shareholdings in the beverage wholesale market are part of the Veltins Group.

Task: System for supporting the sales force, in order to call on customers in the whole of Germany as strategically as possible while also including last minute changes.

Solution: PTV Sales&Service for strategic precombined trip planning (sold under the new brand name **PTV**

Map&Market/Premium since October 2007), the CRM solution CPWerx by CAS GmbH, Kaiserslautern with integrated PTV eServers for operative detailed planning and mobile navigation with map&guide fleet navigator.

Precombined trip planning with exact geodata

The applied total solution is currently the most advanced system on the software market, as it organises the entire process chain from strategic preplanning at the company headquarters to tactical detailed planning on the sales force's laptops right up to operative navigation on PDAs. Together with PTV the sales manager firstly creates strategic precombined trips for each sales representative. Using the geomanagement system PTV Sales&Service the customer calls to retail companies at locations in the whole of Germany can be shared amongst sales representatives and the most logically and geographically suitable starting weeks in a six month period as strategically as possible.

Including last-minute orders

This is where the detailed planning comes into practice. "Last minute orders often mean that precombined trips are changed", explains Raphael Sprink. These spontaneous changes can be taken into account using the CRM solution CPWerx together with the integrated PTV eServers. The so-called "job tickets" are transferred to the laptops and the sales rep simply adds the new appointments to his or her calendar. A PTV module then efficiently re-assigns the relevant activities to the days of the week. The sales representative can see the optimised result at the click of a button.



The optimised route displayed in CAS CPWerx

Navigation and scanner functions

The tour data is directly transferred from the CRM system to the CPWerx-PDA-Client incorporating map&guide fleet navigator, the mobile navigation software. Tests have shown: Travelling times have been greatly reduced.

Sprink is very happy with the system: "We have a very positive business outlook. When our employees start working with scanners on our customers' premises, we are sure to save even more time and our advantage on the market can be increased even more. The improved competitive status and the increasing market share which have already been achieved at Veltins are successful results to which the brewery can say "cheers".