

CASE STUDY



Implementation of FieldEZ for leading Home Appliance manufacturer

Executive Summary

- Client:** Indian arm of leading international home appliance manufacturer with total revenue of more than \$30 Billion
- Industry:** Home Appliances
- Challenges:** Manual data entry leading to errors, non-compliance and scalability issues
- Solution:** Implemented FieldEZ's order management, attendance & leave and location management modules across the company's Sales and Service groups

The Client

The client is the Indian arm of leading international home appliance manufacturer with over a century of producing quality and reliable products. It is also a market leader and has been a trendsetter in home and domestic appliance industry. With its network spread across India, the client is looking to concentrate in increasing the distributor / retailer network and also enhancing the service experience.

Challenges

The client was using manual driven approach for sales, order and attendance management. The use of MS Excel to track visits and customer complaints was leading to data entry errors as well as loss of data. This was proving to be a major challenge for the efficient functioning of the whole organization. Also, it was creating obstacles in scaling up the company's operations management.

Manual tracking of sales figures to distributor and retailers meant that there were considerable discrepancies which in turn affected the inventory of particular products as per market needs. Moreover, the client had little insight to the end-customer complaints and much of the information was not conveyed to the Customer Service and Marketing teams.

The client had multiple business processes to be tracked which included:



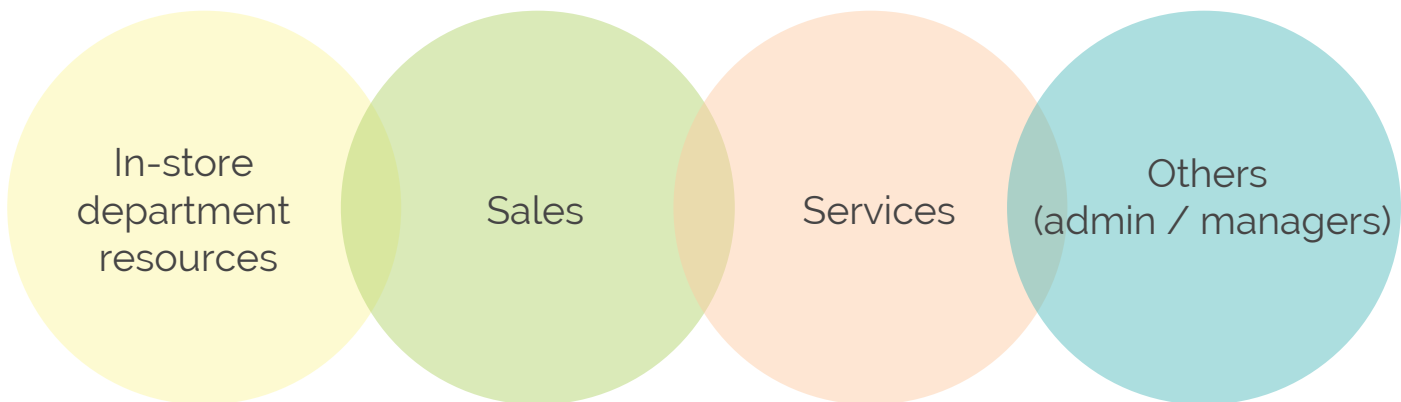
The client had different parallel processes to collect the above information. This in turn resulted in less efficient data collection, data redundancy and entry errors.

With no efficient system to track efficiency of field staffs, scaling up retailer / distributor chain was proving to be a big challenge.

FieldEZ Solution

One of the main highlights of FieldEZ application was the cross-functional capability which enabled the client to utilize functions like order management and leave management in a single application.

The FieldEZ solution was implemented in a sequential fashion across the various field business teams including:



FieldEZ enabled the client to track the field staff's day-to-day work as well as provide mobilebased leave and attendance management. The field staff could also capture other information instantly like competitor and customer intelligence. Service ticket scheduling was also implemented using the FieldEZ Beat Plan module, which helps the client to create recurring batch visits to distributors and retailers.

FieldEZ's offline data management capability also helped users update information even in low network coverage situations. Apart from the existing GPS technology for location management, mobile tower triangulation was also incorporated in the solution in order to minimize the battery usage.

FieldEZ's solution for the client also included custom reports like SKU, Timesheet and Attendance reports.

Implementation

FieldEZ application was rolled out initially pan-India for the Sales team within a time span of 1.5 months. The implementation included requirement gathering for one week and UAT spanning two weeks.

Results

After the successful implementation with the sales team users, FieldEZ application was quickly rolled out to the other teams. Adherence to attendance submission was 100%. Leave process automation greatly saved time for both manager and field staff. Competitor information capture was automated, and was sent to the marketing / sales teams instantly using FieldEZ. Re-stocking times also reduced significantly.

Manufacturing department also use this data to forecast their production plans, based on customer and distributor inputs as well as sales figures and RMAs.