The CPG Field Sales Rep App is a retail execution app that enables sales reps to increase their sales efficiency by planning and managing store visits. The app helps plan routes, capture branding compliance information, and conduct surveys at the store. It also provides crucial insights on retail execution and helps monitor the sales strategy and tactics implemented by a store.

**Key Performance Indicators**

- Inventory
- % of visits and activities completed
- Shelf Share
- Planogram and Promotion Compliance

**Benefits**

- The app displays the overall weekly and monthly performance of field reps and their visit schedule for the day
- Field reps can manage and modify their store visit schedules, and use the map for location of stores to visit
- The store analysis displays historical performance of the selected store, with details of planogram and promotion compliance
- Sales reps can access previous store visit notes and notifications pushed by the managers
- The app also provides check-in functionality for conducting various store surveys and capture information from the store

**Users**

- Field Representatives
- Store Managers

About InfoCepts

Since 2004, InfoCepts has enabled leading companies like UBS, Nielsen, GE and Bayer to derive value from their data. Recently featured in Gartner’s Market Guide for Data Science and Machine Learning Service Providers, our 750-strong pool of consultants has expertise in 60+ Business Analytics and Information Management technologies. Our BA-IM specific development methodologies and the differentiated expertise of our multi-award winning DV team help us deliver solutions that derive maximum value from enterprise data. Every day over 70,000 users across industries use analytics solutions developed by us to make better decisions.

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