

Retail Use Case CPG Field Sales

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

Users

- Field Representatives
- Store Managers

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

About InfoCepts

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