

# Collect in-store data with a mobile device to increase operational efficiency and save costs

*Top Promotions and Pink Lady® apples use mobile phones for collecting in-store retail data.*

Top Promotions' merchandisers have traditionally collected its in-store retail data using paper based forms. In order to be able to provide their client with electronic reports, merchandisers had to come into the office for one day a week to capture the data into Excel spreadsheets for further analysis. This analysis and subsequent reporting was also manually managed.

Due to the competitiveness of the market and the dynamics of the industry, their client had a need for more real-time and regular reporting on how their brand was performing in the retail trade. Top Promotions had to look for a more efficient process to achieve this, while remaining cost effective and within budget constraints.

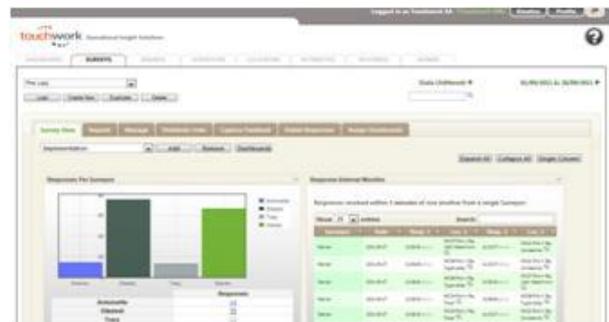
## The Solution

Touchwork's Operational Insight solution was able to provide the real-time mobile audit and compliance capability needed. Using ordinary cell phones, already in the hands of the merchandisers, they were able to access electronic audit forms and capture the relevant retail data in-store.

Included was the ability to attach photo's to each audit submitted which allowed all business users to also get a visual reference of what the brand looked like and how it was being presented in-store. This was especially useful for reporting and showing instances of

damaged fruit which required immediate attention.

The web reporting portal was where the data collected was displayed, and where all reporting and analysis took place. This real-time reporting environment meant that at any time, users of the system could get a view of exactly how the brand was performing and how the merchandising function was being implemented.



*“The Touchwork solution provided huge benefits in operational efficiency and effectiveness while also allowing us to improve the service we were able to offer our client.”*

*- Sandi Traut  
Owner - Top Promotions*

**Pink Lady® Apples**

Home | Capture | Update | Review | Help | Exit

Capturing as: Antoinette  
Targeting: WC38 Pick n Pay Pearl Mall

**Other**

Quality of fruit?  
-- Select --

Cross merchandised?  
 Yes  
 No

Wing banner present?  
 Yes  
 No

Figure 2: Mobile survey questions

Merchandisers were also able to manage their sales call itineraries using the routing function and customer masterfile details, which were loaded into the system. This ensured they got to all their scheduled calls for the week and allowed for additional field staff management tracking and analysis.

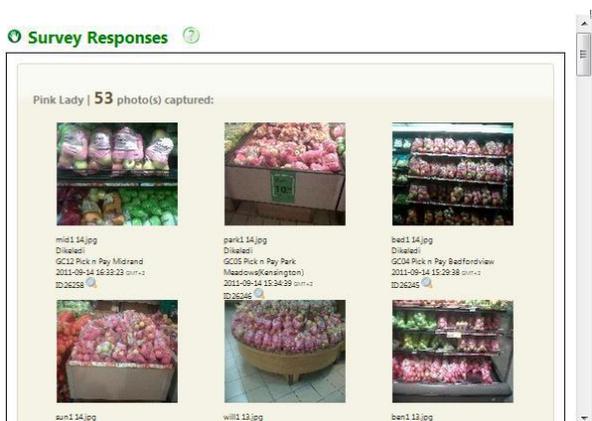


Figure 3: Examples of images captured

## Summary Results

- 25% more calls made by not having to go into the office to capture paper forms electronically
- 100% reduction in printing and paper costs for the store audit report forms

- 70% reduction in admin costs associated with managing the project and the field staff
- Monthly reports that could take up to 2 days to produce, now generated automatically and delivered seamlessly to multiple users via email

## System Benefits

In addition to the direct cost savings, the system provided significant other benefits when compared to the way it was previously managed.

- Simple to implement and manage requiring very little user training
- Less staff supervision required due to built in field worker implementation tracking and exception reporting tools
- Automating the capture and upload of photo's from the trade is now a simple and more accurate process
- A web based reporting portal means that more users are able to access and effectively use the data collected, subject to defined user rights
- Real-time data supported by photo's means that issues in the retail trade can be immediately and more effectively resolved
- Scheduled reports distributed are filtered based on defined data access rights, ensuring users only get to see results of data relevant to them
- Merchandisers felt more professional and empowered and were taken more seriously by the retail managers, putting them in a better negotiating position with the stores

## About Touchwork

Touchwork is a global leader in mobile actionable intelligence solutions that help organisations worldwide capture, analyse, and act on information in real-time – anytime, anywhere. Touchwork’s enterprise solution puts the right information in the right hands at the right time. In doing so, organisations can achieve first class customer experience and field service performance; reduce costs and liability; and generate revenue and gain a competitive advantage.

For more information, visit

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