

At-A-Glance

Client

RSS, one of the leading field marketing agencies in the UK with over 60 full time remote sales specialists

Challenge

Improve efficiency, reduce costs, save time in store and provide clients with greater visibility of the market place

Solution

ESOL Mobile Data Collection (MDC) system used to transform the business processes. MDC is a complete end-to-end paperless communication system which allows remote teams to communicate with head office using mobile phones

Results

Productivity of the remote workforce has increased by 60%; manual data entry is no longer needed, cutting out the opportunity for human error and freeing up significant resources; real time reports provide instant visibility of the market place

Client

RSS is one of the leading independently owned Field Marketing Agencies in the UK, operating across all sectors of the grocery marketplace - multiples, cash & carry, wholesale and impulse. The company works with many of the country's best known brands including Famous Grouse, Absolut Vodka, Tetley, and Remy Martin. With a team of over 60 full-time remote sales specialists it manages these brands to an agreed development strategy to ensure that they receive maximum exposure.



Challenge

To retain its competitive edge, RSS needed to upgrade its internal business processes and data collection methods to improve efficiency, reduce costs and provide its clients with greater visibility of the market place.

"We needed to move toward a paperless environment if we were to grow and increase profit margin," said Gordon Houston, Operations Controller of RSS Ltd. "Each of our remote sales specialists had to complete over 20 paper forms each day and would be required to manually post them back to head office at the end of the week. This averaged over 20,000 paper forms per month across the organisation which had to be manually input into our old database system." The time and cost involved in this process was considerable; the company absorbed massive postage and administrative costs, and required several full time employees to input the data.

"The size and scale of the data input process meant that there was always the potential for a large rate of error. Additionally, there was a huge time delay between the data being collected from the field and the generation and analysis of the reports. The process used to take a minimum of two weeks, sometime up to one month; by the time our management team were aware of any issues in the field, it was often too late to do anything about it!"

Solution

RSS selected ESOL Consulting Limited's Mobile Data Collection (MDC) system to transform their business processes. MDC is a complete end-to-end paperless communication system which allows remote teams to communicate with head office using





mobile phones, negating the need for any paper work at all, and providing real time reporting from the field.

The type of data to be collected is designed by the head office operations team. "This ability to dynamically create and deploy any kind of information to specific devices means that the system is extremely flexible and scalable," commented Gordon Houston. "A set of reports is generated in real time from the data being inserted in the field and we can access instantly over the web."

- The set of data to be collected is downloaded every morning to the mobile phone device, ready for the field agent to use.
- The data can be input into the device even if there is no active internet connection. When the user enters back into an area with internet coverage, the phone will automatically connect and upload any data they have input.
- At the end of the day (or at the end of each call) the data is uploaded to head office ready to be processed in real time.

Results

All areas of the business have benefited, including the remote teams, head office operations and the management team. Gordon says, "The visibility of the market place is incredible; we can now see in real time the value we are adding for our clients."

- Manual data entry is no longer needed, cutting out the opportunity for human error and freeing up significant resources.
- Quality has improved in the form filling process used by the sales representatives by the provision of an intuitive, streamlined and automated means of entering the data, i.e. using menu-driven options and data validation at the point of input.
- The provision of additional management reports such as audit reports, call rates, how many stores visited and where, calls planned versus calls received, allows the management team to have greater control over the work force.
- The representatives are no longer required to carry large volumes of paper work; one mobile device contains all relevant forms and information needed in store.
- A massive amount of time is saved by the data administrator and operations team by the automatic creation and deployment of the forms.



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About

ESOL Consulting Limited is a software consultancy and development house, specialising in mobile solutions.