Channel Monitor

Performance Tracking | Sales Monitoring | Channel Engagement
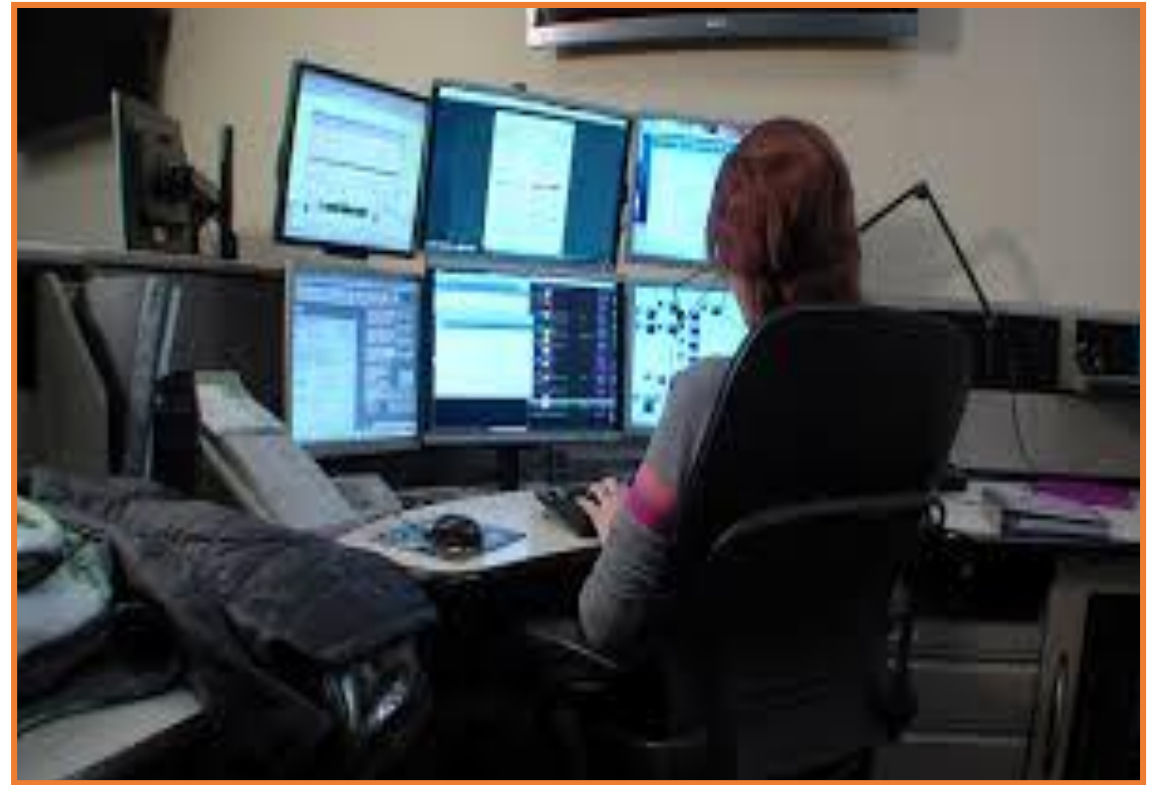
About Channel Monitor Solution

ChannelMonitor is a solution for field activities management to optimize business operations, gather insights for decision making and business intelligence for planning. *ChannelMonitor* is made up of a Mobile platform for field staff to plan, take notes, capture data on visibility, products, customers, merchandise and take orders real time on the field with time and location stamps. It also comprises of an Analytics platform which enables the Manager to effectively and efficiently manage its field force, view field activities and generate various insights to influence activities for desired result.

Full Visibility of the Field from HQ in Real-Time

Why Channel Monitor (Field tracker)?

*Channel**M**onitor* is developed after extensive research and survey with various multinationals and small businesses to solve the common business problems and questions faced by Managers and HQ which come down to:

- ✓ How valid are my field reports and how long does it take me to process all of them?
- ✓ How visible is my brand and products on the field?
- ✓ How are my resources doing on the field?
- ✓ Where am I in comparison to my competition?
- ✓ What are my field reps doing today?
- ✓ How do I plan and utilize my resources for the best results and cost savings?
- ✓ What is my geographical coverage across my sales regions?
- ✓ Is the feedback am getting from the field true?
- ✓ What do I need to do more in this particular region?
- ✓ Is my field rep equipped enough?
- ✓ How effective is my communication channel to my field force?
- ✓ How equipped are my field reps for insights gathering, order processing and reseller management on the field?
- ✓ How do I save cost of sales materials been used by my field force?
- ✓ How do I see planned activities on the field in comparison to actual?
- ✓ How are my merchandise materials utilized?
- ✓ What is my product availability at retail?
- ✓ How do I compare with my competition on product availability, coverage, visibility and merchandise?
- ✓ How can I transfer performing field reps to new regions seamlessly?

Full Visibility of the Field from HQ & any location in Real-Time
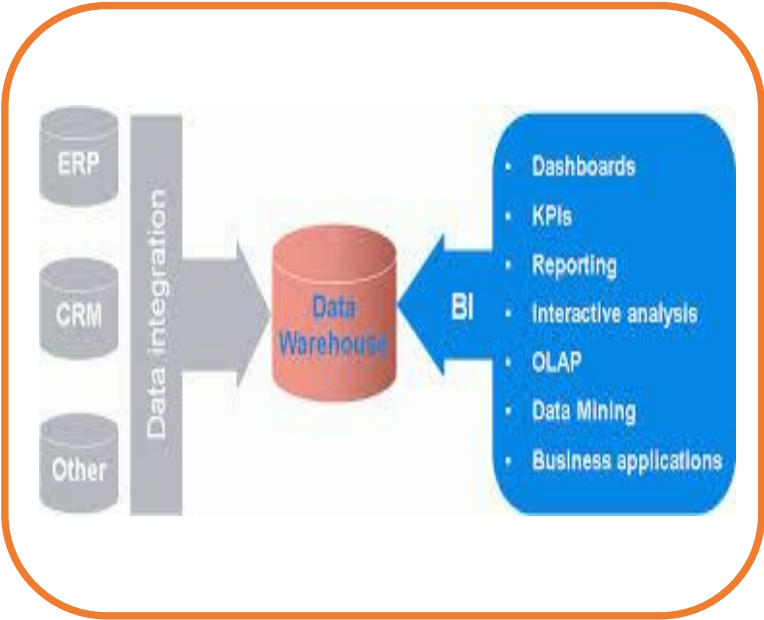
Field Force Management System

Mobile APP

Web Management Dashboard

Analytics Solution

ChannelMonitor is a suite of mobile application, web management dashboard and analytics solution which offer to our clients to facilitate and manage their field force resources and distributors all across the country

Mobile Platform Modules & Summary

	Customers	This module will cover the management of our client Retail Channels and will contain: An outlet data capture form which will include outlet details, contact details, address, GPS coordinates, category of outlet etc
	Visits/Calls	This module will enable the field agent to capture all his engagements during every visit. Upon start of visit/call, the system will verify from the rep if he was in the outlet upon which he is trying to carry out his visit. Time stamp of arrival & departure is captured with other info
	Orders	The field rep will be able to place an order for all of the products under him which is immediately sent to the order processing team.
	Calendar	This module will enable the field rep plan his field movement and share with Manager and HQ. Manager & HQ can plan the journey if they wish

Mobile Platform Modules & Summary

Module	Description
Merchandizing Evaluator	The module will cover disbursement of merchandise. A form to capture details of whom a merchandise was given to. (Merchandize are branding materials or gifts that brands give to sales rep to share in the trade as gifts or for trade visibilities).
Survey/Notes	The module will enable the field rep to capture his discussions and any complaints from the outlet. For example, pictures of new competing products in the market would be taken and uploaded here.
Product Availability	The module will enable the field rep capture inventory in outlet for brands and its top competing brands
Briefs & Electronic Presenter	The field rep will be able to access all briefs, product information, presenters sent by the office. The system will also capture time and activity on each document for the Manager to view logs

Mobile Platform Modules & Summary

Inventory

Stock management, mobile inventory and warehouse

Analytics

A small dashboard for the field rep that will give him status of his performance on the following - *Visits/Calls:* He will be able to see his visit completed in the target set by the office. *Credit Limit:* He will be able to see his credit limit left. *Orders:* He will be able to see orders generated in comparison to target set by the office

ChannelMonitor **Mobile works seamlessly offline enabling field reps in remote areas carry out their day-to-day tasks without reliance on internet connection capturing Time and Location stamps of every activity to ensure data integrity**

Enterprise Solution

The Enterprise solution drives all the applications running on *ChannelMonitor*, to be deployed on site or hosted. This will serve as the core enterprise solution, which can be integrated to client existing applications that are needed to achieve a comprehensive end-to-end field force management solution.

ChannelMonitor **Dashboard/Analytics**

ChannelMonitor Dashboard is a powerful analytics and business intelligent tool built for the Manager to manage field activities and gather insights for effective planning, resource allocation and decision-making. Our Dashboard platform can be easily customized based on client enterprise requirements with various reporting and charts.

The reporting and analytical system gives the Manager round the clock real time access to all field activities by the field representative using *ChannelMonitor* Mobile under his region or reporting as defined by the system access level.

ChannelMonitor **Enterprise System Manager**

This is the system for managing all settings and user profiles in the system such as:

- ✓ System Setup and Administration
- ✓ User Management
- ✓ Device Management
- ✓ Manage all settings aspect of the system.

Business Benefits of *ChannelMonitor* Field Force Solution

1 Improve Field Resource Productivity

2 Increase Management Insight

3 Optimize Business Operations

4 Streamline Field Operations

5 Improve Customer Satisfaction and Loyalty

6 Reduce Operational Cost

Do you want to know more about this product?

*Click **Here** to Book an Appointment*

THANK YOU

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