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macmobile

a ca&s group company

# Reporting and Dashboards



## One source of data

Our business intelligence reporting dashboards give management complete visibility and real-time information to monitor processes, track progress, make informed decisions, identify problem key areas, and predict churn.

# At Macmobile we believe control is everything and control starts with clarity



## MANAGE ORDERS



manage contacts,  
products and pricing



view order history



capture stock levels



## TRACK YOUR FIELD FORCE



measure productivity  
and time management



verify customer visits



collect call details

FIELDService

Period

DAY

Start Date

2024/11/20

End Date

2024/11/27

RED CALLS

OUT OF CYCLE CALLS

TOTAL CALLS MADE

CALL EXCEPTIONS

COMPLETED CALLS

ADHERENCE

6

29

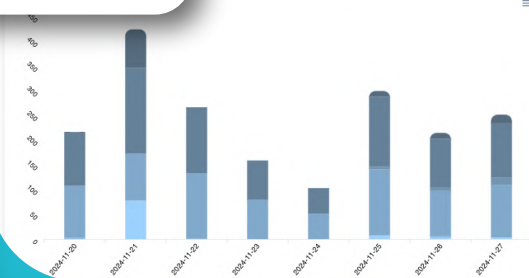
121

10

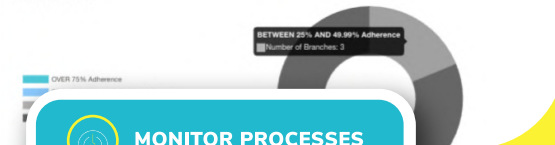
92

10.24%

FieldForce Adherence Branch



Branch Adherence



## MONITOR PROCESSES



track progress



identify key problem  
areas



**Route to market  
buyers have more  
power than ever  
before with detailed  
reporting and  
analytics**





**Drill down capability to identify critical KPA's**



**Time keeping made simple with multiple**



**Promotional in-trade execution**



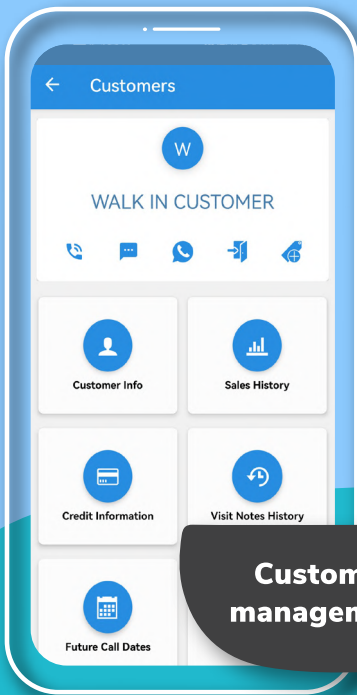
**Predictive reporting**

# Monitor merchandiser movements

Harness the benefits of FIELDService to combine sales-force automation, customer relationship management, and forms to establish a unified information hub for your consumer goods merchandising business.

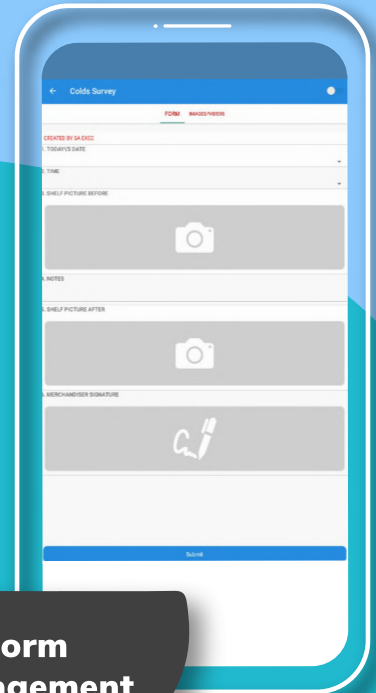
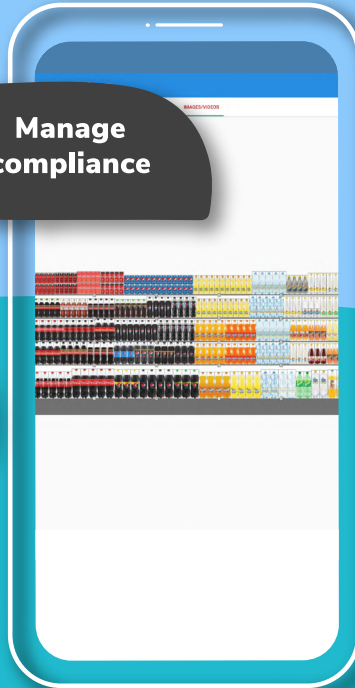


# Drill down capability to identify critical KPA's



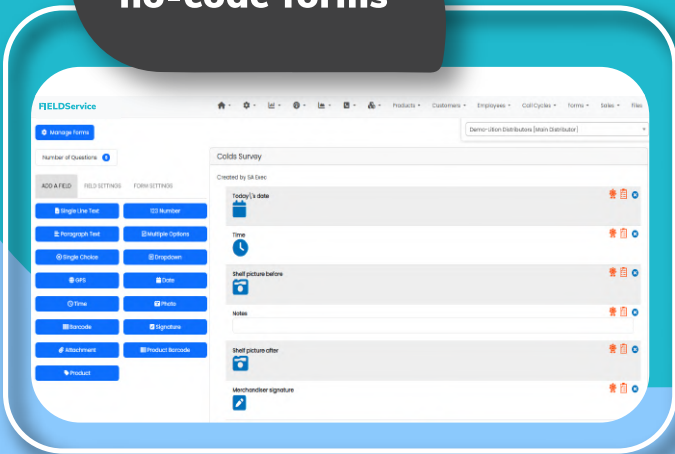
Customer management

Manage compliance

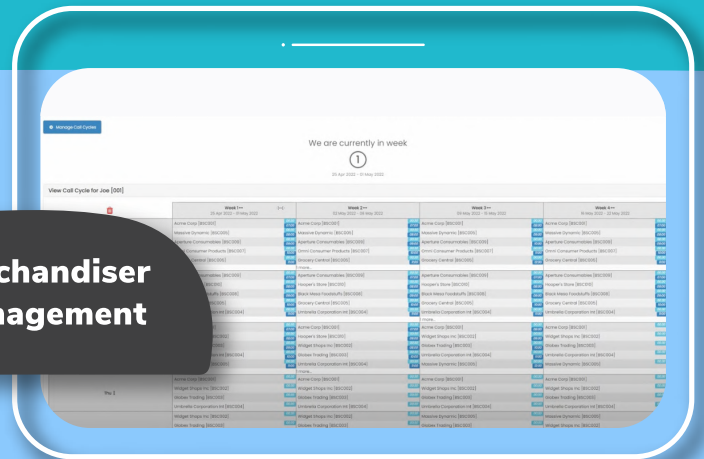


Form management

Custom no-code forms



Merchandiser management



- Scheduled calls
- Missed calls
- Out of cycle calls
- Total calls made
- Call exceptions
- Completed calls
- Adherence

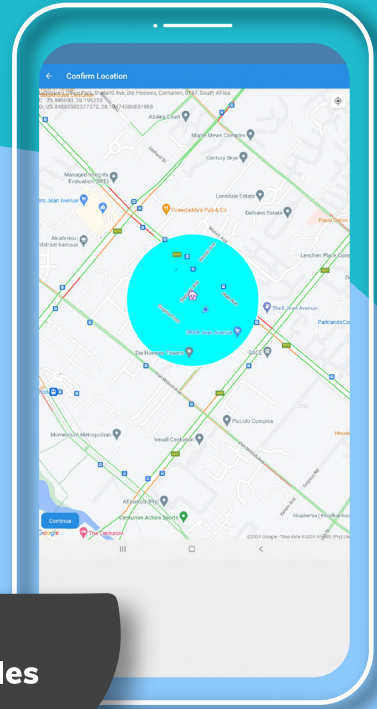
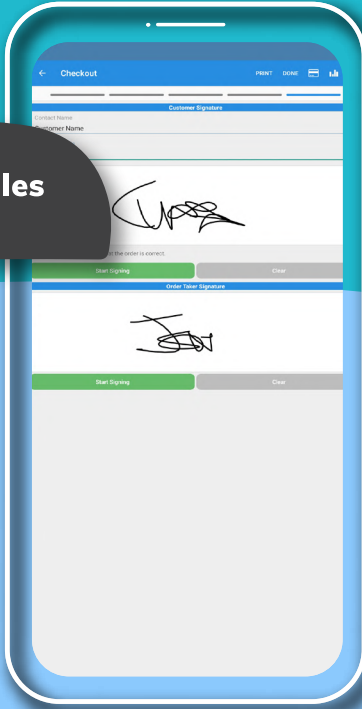
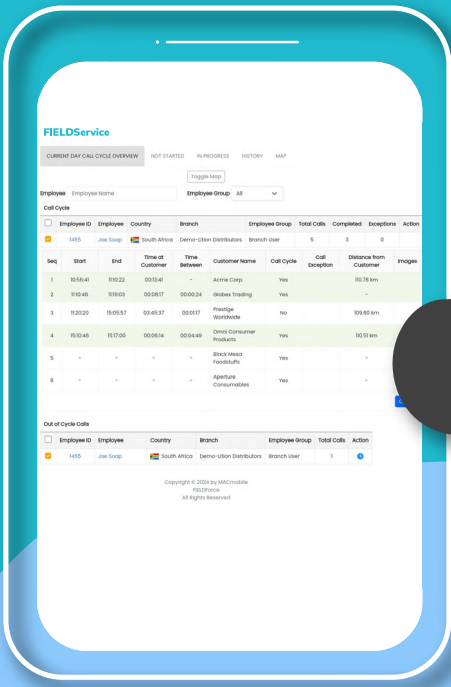
A man with short, dark hair and a beard, wearing a light blue button-down shirt, is looking down and to the left. The image has a blue tint and is framed by a thick yellow outline that follows the top and right edges of the man's head and shoulders. The background is blurred, suggesting an outdoor setting.

# Mobilise your field sales force

Give your team on the ground the mobile tools they need to engage and transact with customers in the field, helping reps cut down on admin tasks and boost sales.

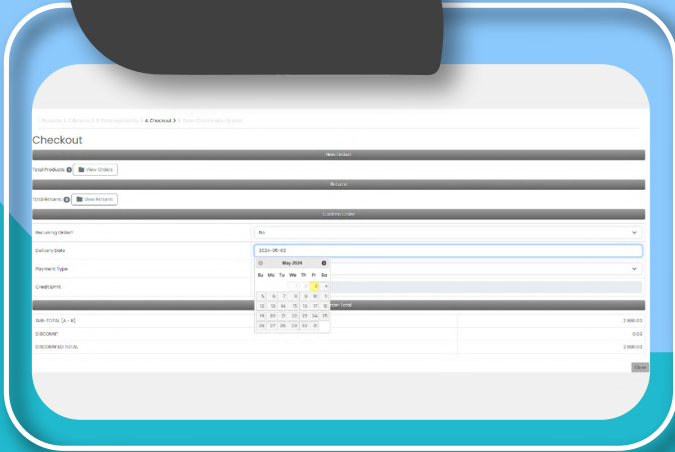
# Time keeping made simple with multiple available reports

Pre-sales

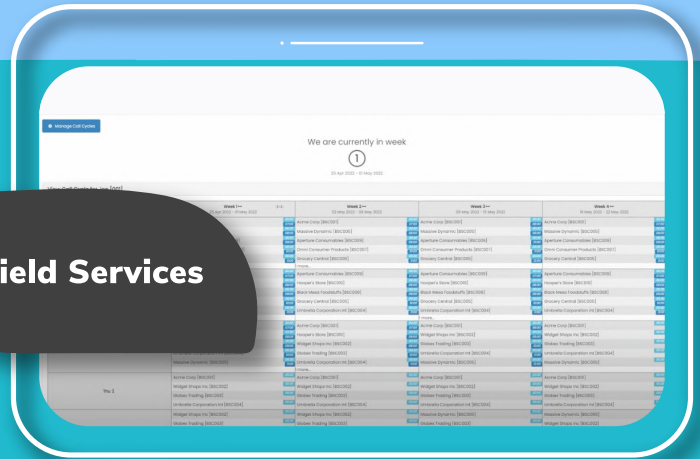


Van Sales

Inbound Sales



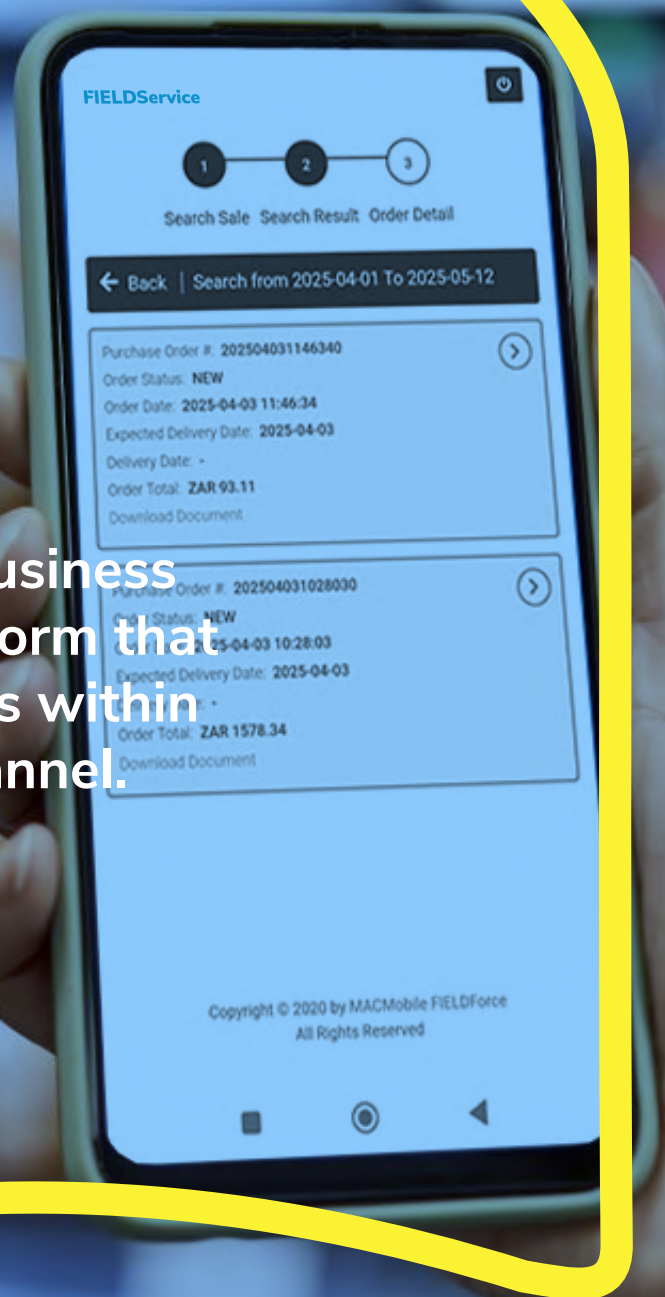
Field Services



- First Login for the day
- Last logout for the day
- Avg time spent at customers
- Build in metrics to track your field forces' time utilisation
- Highlight inconsistent behaviour

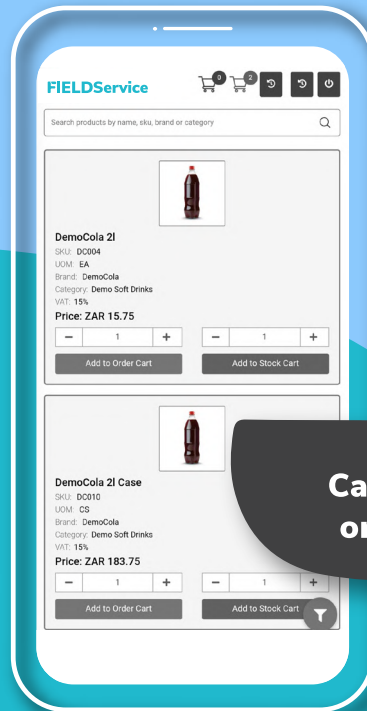
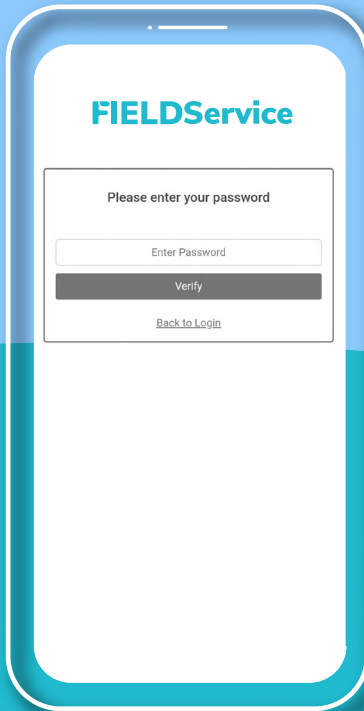
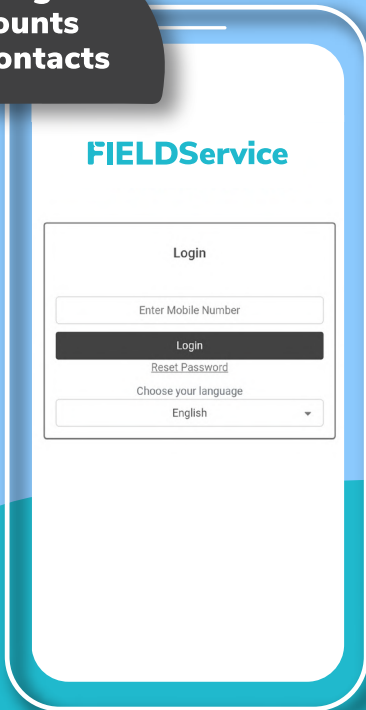
# Drive direct order generation

Provide a business-to-business mobile eCommerce platform that enables self-service sales within your route to market channel.

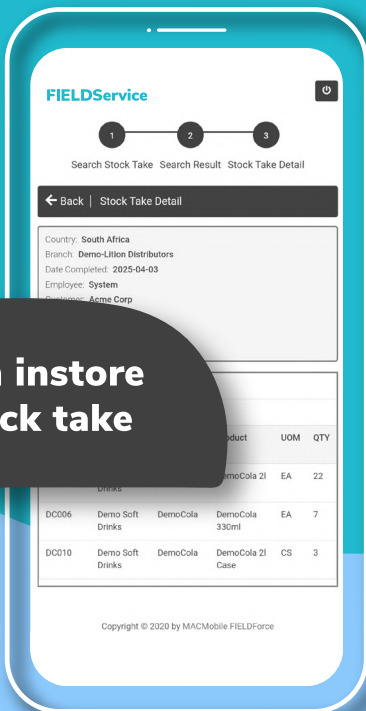


# Simplify order generation and improve efficiency

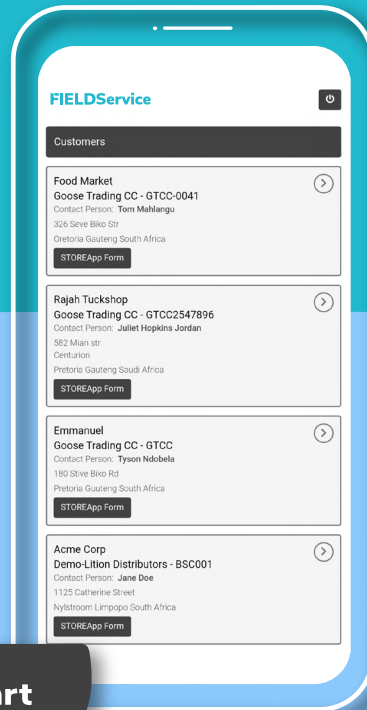
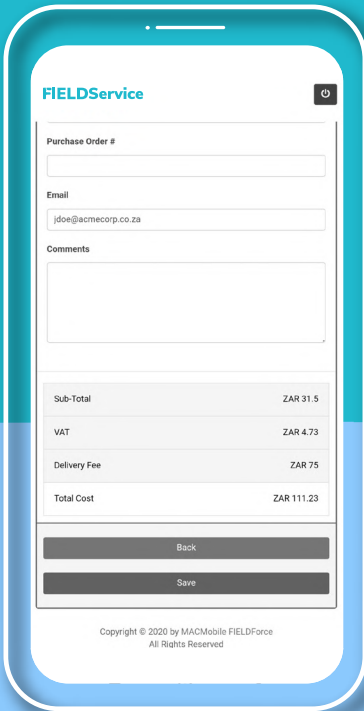
Manage accounts and contacts



Capture orders

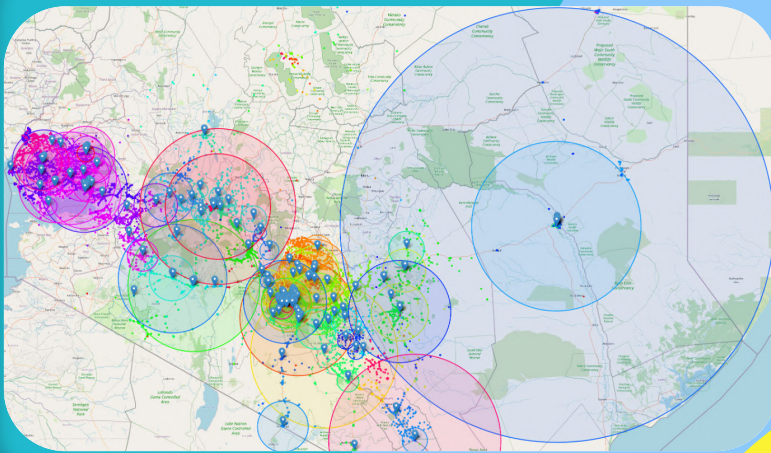


Run instore stock take



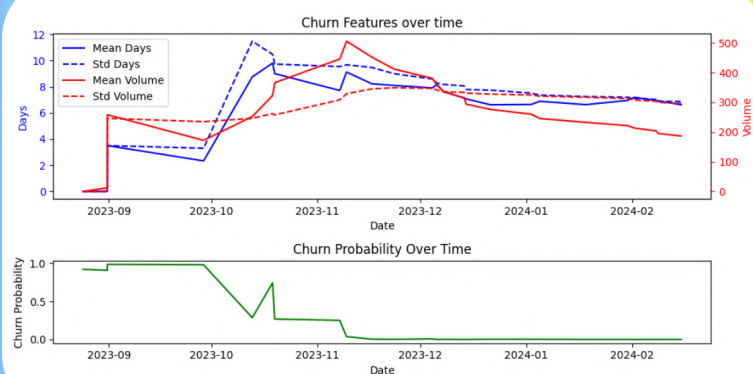
View cart summary

# Predictive reporting



- View radius of each distributor
- View outlets
- View distributor location

- View churn predictions
- Model churn features



## Steven Cox

Sales Excellence Manager, Coca Cola Beverages South Africa



We have seen more than 25% improvement in productivity of our sales force from a call completion orders placed perspective, which represents significant turnover.

All of this has given us superior agility in adapting to changes in strategy.

## Schweppes Zimbabwe



Thanks to our partnership with Macmobile we can rest assured that our sales and marketing strategies are on point and we can readily meet the ever-changing requirements of the markets we serve. Within the first 6 months of using FIELDForce to manage the surveys Schweppes saved up to 60K USD

We are **trusted** by  
some of the **largest**  
**distribution companies**  
in the world.





**macmobile**

a ca&s group company

**DIGITISE YOUR**

**ROUTE TO MARKET**

**BOOK YOUR DEMO**