



Denave's mobility automation technology platform resulted in real-time tracking of field force and data for a premium oil and gas company



CLIENT

Largest oil and gas company



BUSINESS OBJECTIVE

The client wanted to track their marketing activities executed by their field force and the impact of the activities w.r.t. sales of their products. They also wanted to track the attendance, efforts and the "target vs achievements" of their marketing field force while accordingly incentivizing them. The requirement was that of a comprehensive tool that could save time, store data centrally and provide real-time insightful reports.



THE CHALLENGE

- ▶ Manual reporting increased error rates, delay in consolidation and analysis
- ▶ Limited analysis and understanding of the industry due to style of reporting
- ▶ There was volume uncertainty
- ▶ Client was facing difficulty in manually managing the addition/ removal of the field force as per joining & leaving
- ▶ Client was unable to evaluate their target vs achievement performance on a regular basis, and to calculate their incentives due to data-inconsistency
- ▶ There was difficulty in tracking efforts of the field force in driving mechanics based on the loyalty points accumulated by the mechanics
- ▶ There was absence of relevant reports to track and drive field force operations



THE DENAVE EDGE

- ▶ Denave's mobility automation technology platform (DenTrack) provided solutions to report ground level activities for various aspects of business at real-time.
- ▶ DenTrack helped in a more structured and timely fashion of reporting from the field force and therefore, moved away from the traditional formats such as keeping manual records.
- ▶ Solution has been continually improved based on client's requirements as well as suggestions from Denave's program management team members, based on the evolving industry requirements.
- ▶ Central repository enhanced review process & performance matrix for management, resulting in better decision making in stipulated time frame.
- ▶ Solution was further integrated with loyalty solution platform being run by same client for their mechanics. This resulted in faster mapping of effort (activities) vs output (sales).



PROGRAM REACH

📍 31 cities PAN India that includes tier 1 and tier 2 cities



THE RESULT

- ▶ Mobile module is being used by 35+ Field Marketing Representative (FMRs) to track marketing activities for themselves as well as 200+ Distributor Marketing Representatives activities.
- ▶ Integrated web module is being used by 128 distributors, 4 Regional Managers, 1 National Program Manager to view real-time as well as weekly and monthly report's productivity and performance reports.
- ▶ Efficiency increased as activities could be tracked on real time basis with help of GPS and photos captured using mobile application.
- ▶ More customers are serviced each day and an increase is noticed in the overall customer base.