

### GO GREEN SFA FEATURES & BENEFITS

SL No.	MODULE	FEATURES	BENEFITS	INTERFACE
1	E Detailing	E detailing to Dr, Chem with auto DCR, ER	Cutting edge & disruptive feature to maximise face to face time with Dr using creatively designed VA. VA creation workflow built in with option for regional language based VA. Captures location(AGPS), time spent on each page of VA for better individualised marketing inputs to Drs. Captures sequence of detailing for more clearer ROI on product / brand. Supports all creative formats like video, audio, swf,	ANDROID TAB
2	RPS Module	Dr. CRM / Investment tracking module	India's geography and spread has made keeping track of ROI on various projects/investments next to impossible on real time basis. The investment module helps you get a clearer picture on the approvals, disbursements and the ROI on various investments across your field force.	WEB
3	RCPA	Competitor Activity & Audit	The RCPA is a module which facilitates entry of competitor product movement at Doctor Level with mapped chemists. Though the core competitors can be fixed by the HO, in order to capture geographical variances, an option is provided for the rep to key in local competition movement.	WEB & DEVICE AGNOSTIC MOBILE
4	Training Module	Integrated Training & Exam Module	Using the acclaimed TOOL method of learning, this module is integral to keeping the FF abreast of the knowledge associated with the product. Supports video, audio, swf files...Creativity & stickiness unlimited	WEB
5	Work Contact & Continuous Appraisal	Qualitative Assesment tool for the FF	This feature allows the FLM to assess the representative's daily work on a daily basis or per call basis on parameters like rapport with doctor, Detailing skills and other parameters set by the company on the go, with the mobile interface or on the web, by assigning marks against each skill set. This can be also used as a medium of continuous appraisal by the HR team.	WEB & DEVICE AGNOSTIC MOBILE

6	Secondary Sales Entry	Sales & Stock Statement with Auto Primary through ERP integration or excel upload	Allows download of product based primary invoices for mapped stockists and entry of secondary sales. The primary sales can be an upload through excel by system admin or can be connected seamlessly to your ERP/ Logistics solution. This link up is a separate customization.	WEB
7	Automated Expense Report	ER Automation with options for Auto, Semi Auto & Manual for various heirachial positions	This module also allows flexibility options with a manual or semi automatic options for the FLM. The end of loop management includes Desks for reimbursement at HO level based on geographies or on hierarchies	WEB & DEVICE AGNOSTIC MOBILE
8	Forced Learning	Product knowledge force feeding	Product knowledge force feeding as a SFE initiative. (launch 3rd Qtr 2014-15)	WEB & DEVICE AGNOSTIC MOBILE
9	Feedback System	Escalation of product queries to PMT. Also competitor initiatives	Queries escalation & Competitor initiatives to related PMT as a SFE initiative (launch 3rd Qtr 2014-15)	WEB
10	HR Module	Post Recruitment Documentation & e-dossier maintainence	E-dossier mainatainance and carrer path history maintained.	WEB
11	Resignation Module	Auto block of access points	Auto blocking of access points and intimation to allied departments for complete system blocking for resigned field staff	WEB
12	Campaign Module	PMT Marketing thrust activity mapping & implementation	this module has been developed keeping in mind the requirements of the PMT to have updated data on any marketing campaign set up by them. This module facilitates selection of Doctors as per agreed criteria, validation and approval by the line managers. This module has the facility to trigger a reminder for the representative for the campaign visit at the time of submitting his MTP, ensuring that he adheres to the campaign parameters. Visual indicator of a campaign selected Doctor at the time of entering a DCR also ensures that the loop gets completed with the timely entry of the feedback.	WEB

13	Product Matrix	In Clinic discussions, Core product mapping, Dr Prescribing status	Last mile intelligence gathering mechanism for pro-active decision making at PMT/ HO/ Line Managers	WEB & DEVICE AGNOSTIC MOBILE
14	Asset Tracking & requisition	Sample Management & other assets too	Sample tracking and ledger maintenance, requisition of materials like visiting cards (end of loop is an auto email to external vendor) are the core features of this utility in GGSFA.	WEB
15	Communications	Circulars, Admin Messages, Intra Mail	This module is very comprehensive with sub modules like Circular, Admin Message and Intra Mail for a continuous contact with each other for the users of GGSFA. The Circular which can carry corporate communications also has a library which can be viewed at any time by the user. The messages can be set with a time frame for display and also tailored to a single individual or a group of individuals based on geographies and hierarchies.	WEB & DEVICE AGNOSTIC MOBILE
16	Constraint Planning	Planning based on C&F SOH for Line Managers	Constraint Planning for scarce SKUs and also TGT vs ACH primary planning for Line Managers (launch 3rd Qtr 2014-15)	WEB
17	Analytical Reports	Multitude of Analytical reports with history of events and data being maintained.	Gives a clear trend of various business parameters. Call related available on mobile	WEB & DEVICE AGNOSTIC MOBILE
18	Dash board	Key parameter dash boards for birds eye view of business based on login controls	Key parameter dash boards for birds eye view of business based on login controls	WEB
19	MTP	Monthly tour planning	Monthly tour planning	WEB
20	Leave	Leave approval, application & management	Leave approval, application & management	WEB & DEVICE AGNOSTIC MOBILE
21	DCR / MCR	Daily reporting	Daily reporting with feedback on sequence of product detailed (input sequence)	WEB & MOBILE

22	E Mail Publisher	Auto MIS system	Sends sectionalised analytical reports on a scheduler without human intervention. Also serves alerts messages based on time allotted for each work flow	SYSTEM FEATURE
23	SMS Engine	Alerts	Alerts to the Field force on various events like approvals etc. Configurable by the system administrator	SYSTEM FEATURE
24	PMT Hierarchy	PMT Hierarchy	Involvement of the entire eco system associated with the FF	SYSTEM FEATURE