FIELD ASSIST

Redefining your On-Field productivity

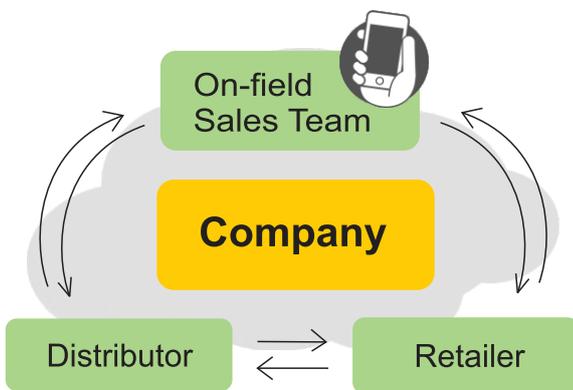# Monitor, control & optimize your on-field sales operations in real time

Current Scenario: Challenges

- Absence of secondary sales real time data at management end.
- Manual order taking leading to immense paperwork and wastage of man-hours.
- To effectively monitor sales staff performance at all hierarchy levels.
- To validate the visit and punctuality of the salesman at the POS.
- To monitor brand's visibility at the outlet and assess market competition effectively.
- Loss of sales due to non-timely delivery, delay in communication, missing records etc.
- Lack of authenticity & consistency of data for sales, discounts and schemes.

Introduction to Field Assist

On-field Sales Team

Company

Distributor   Retailer

Field Assist is an Automated on-field sales & service management solution. It maximizes your on-field productivity as a technology tool which operates through a mobile/tablet to capture variety of field data regarding sales or services by field staff.

The consolidated data generated over multiple locations can be accessed at a single place through Field Assist dashboard on a real time basis over Internet. This leads to useful insights which help businesses to take correct measures in timely manner.

Field Assist Dashboard

Field Assist Dashboard is a one stop web based portal to all manager requirements. Features like Live Map, Attendances Data, Order Booking Data, Product management etc. are seamlessly integrated allowing managers to manage their team on the go

- ✔ Live Attendances and Weekly/Monthly Ananlysis.
- ✔ Daily Sales Employee Wise/ Brand Wise/ SKU Wise/ Beat Wise.
- ✔ Time Spent per beat/ per outlet.
- ✔ Indentifcation of Top & Least selling outlets.
- ✔ Sales Trends and impact of salesman incentive on sales.
- ✔ Customized Reports as per client needs.

Field Assist Enterprise Mobile Application

Field Assist Mobile enterprise application is specially designed keeping in mind its end user i.e. field staff. Rather than making it a multi-optional application, commonly used operation like order booking process is kept quite simple. Field Assist application is available on Android Platform.

- ✔ Non Retailing Attendance Capture
- ✔ Single Screen Order Booking
- ✔ Digital Catalogue
- ✔ SKU Management
- ✔ Surveys & Census

Field Assist Key Features

Digital Order Booking	Manage travel expenses

Stock Capture   Smart Catalog   Keep track of your Sales Force

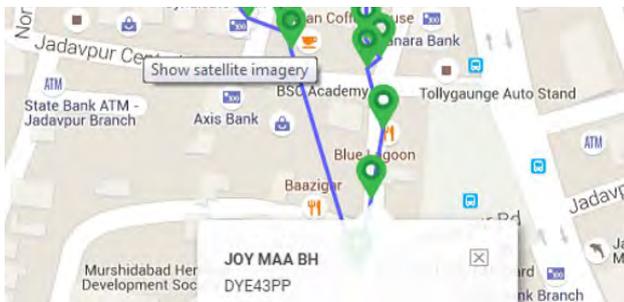On-demand Surveys   Targets   Manage Routes easily for better efficiency   Outlet history and targets for intelligent sales

Field Assist Key Modules

Attendance

- Authenticates the visit of the salesman to designated outlets.
- Allows the manager to see progress of salesmen live on a map.
- Alerts for salesman not visiting his designated shops and visiting shops not assigned to him.

Call Management

- Know your sales 24x7.
- Order Booking with seamless transition between multiple product categories.
- Live updates and optimization of field sales team performance based on sales data provided across various indices.

Display Catalogue

- Digital product display of up to 10,000 SKUs's readily available at hand.
- Company Brochures/Media Campaigns/Training material available to salesmen in real time
- Save Money & Time to re- print the catalogues for even the slightest change in SKU List.

Census & Surveys

- Generate leads on the go.
- Add new outlets to the existing beat.
- Know your competitors presence.
- Gather information from POS like brand'visibility, competitors presence, feedback etc.
- Capture & Upload On-Site Images.

Our Key USPs

Not just mere software deployment: **Orientation, Motivation, Hand-holding and Rigorous training** of Field Staff for successful implementation.

("Even software like ERP fails 7/10 times because of improper execution- IT Head, 3kCr Group")

Completing the automation cycle. Company, Stockist, Distributor and retailers **brought on a single platform to extract and exchange data 24x7.**

("I tried deploying a software layer at my distributors, took me, 8 months for 20 distributors, I have 400 of those. – IT Head, Top Innerwear brand, India").

Highly intuitive and user friendly UI designed keeping in mind the physic and working conditions of Field Staff.

("Other solutions that we tried for the pilot made our salesman confused- GM- IT, Leading Fashion Brand ")

Innovative features like Pocket MIS, Historical sales data, live stock-status etc. to empower Field Staff make a smart sales call.

Business Intelligence: Overall standing of the Company viz-a-viz, industry, region/geography, product categorization, pricing structure, market share and outlet coverage.

("Nielsen says, there are not more than 45k outlets, my sales team says, we're present at 75k outlets, whom should I trust, FA, is what we're looking for- Strategist, Italian FMCG Giant").

No back office jobs to be done by Field Staff; Automated reporting, expense claims, coverage-sales summary, delivery status, stock positioning vis-à-vis company hierarchy, distributors and retailer.

("It was a hassle to first locate a cyber cafe, punch daily data & prepare reports daily. Now, I save at-least 2 hours a day. I'm addicted to FA – Field Salesmen, Current Client").

About Company

In 2010, Flick2Know got incubated at CIIE, IIM Ahmedabad (A premier start-up incubator) with funding from MSME, India and Setu Ventures. Flick2Know offers end to end solutions for Enterprise mobility, consumer engagement and brand awareness. Our enterprise offerings includes innovative solutions like Field Assist which enable businesses to increase field productivity, cut costs and focus on value proposition. Flick2Know built India's first QR Code based marketing platform in 2010 and has catered to 100s of campaigns for some of the high profile and satisfied clients across various industry

Our Partners & Associates

Microsoft BizSpark Startup Microsoft

spa SILVER PARTNER SAMSUNG ENTERPRISE ALLIANCE PROGRAM

SIDBI SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

ST>RT-UPCHILE

aws activate

Setu VENTURES

CIIE
IIM Ahmedabad

MSME MICRO, SMALL & MEDIUM ENTERPRISES

We're featured on: Microsoft® Case Studies **iamstarting** YOUR STORY | INSPIRE INNOVATE IGNITE withStartups.com

For further details, please contact:

Mr. Divir Tiwari
Mob: +91-7838645095
Email: divir@fieldassist.in

Mr. Paramdeep Singh
Mob: +91-9871985753
Email: param@fieldassist.in