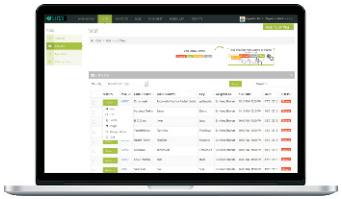
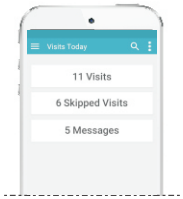
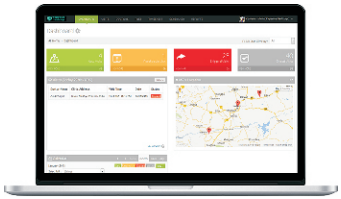
cuztomise

www.cuztomise.com

Next Generation Sales Mobility Platform for FMCG Enterprises

Features

PLANNING	SCHEDULING	REPORTING	ORDER BOOKING	ANALYSIS	
Content	Deployment	Visit	POB	Reports	Data Driven Decisions
Heuristic		Real-Time Work in Offline Mode		Cumulative/Heuristics	
✔ Plan monthly and daily activities follow-ups ✔ Know location of your sales representatives in real time and optimize their deployment		✔ Find out deviations from BEAT, real-time reports from field. ✔ Saves time of Sales reps by automatically generating daily activity reports and not filling them manually		✔ Quick Feedbacks from Sales team, Order booking and stock statements of retailer, stockist, distributor. ✔ Profile, Target and Measure Performance of Sales Representatives	
					
PRE-SALES		ON-FIELD		POST-SALES	

Featurelist

Features	Mobile	Web
Tour Planning	✓	✓
Daily Call Reports	✓	✓
Expense Reporting & Management	✓	✓
Secondary Sales	✓	✓
Order Booking	✓	✓
HRMS (Leaves & Appraisals)	✓	✓
Products & Promotions	✓	✓
MIS Reports		✓
Geotagging	✓	✓
Integrations (API Based)		✓
Master Data Management	✓	✓
Stock Tally	✓	✓
Internal Communication	✓	✓

Cuztomise Mobile Application

Works Offline

Works offline, fast and syncs automatically without any intervention

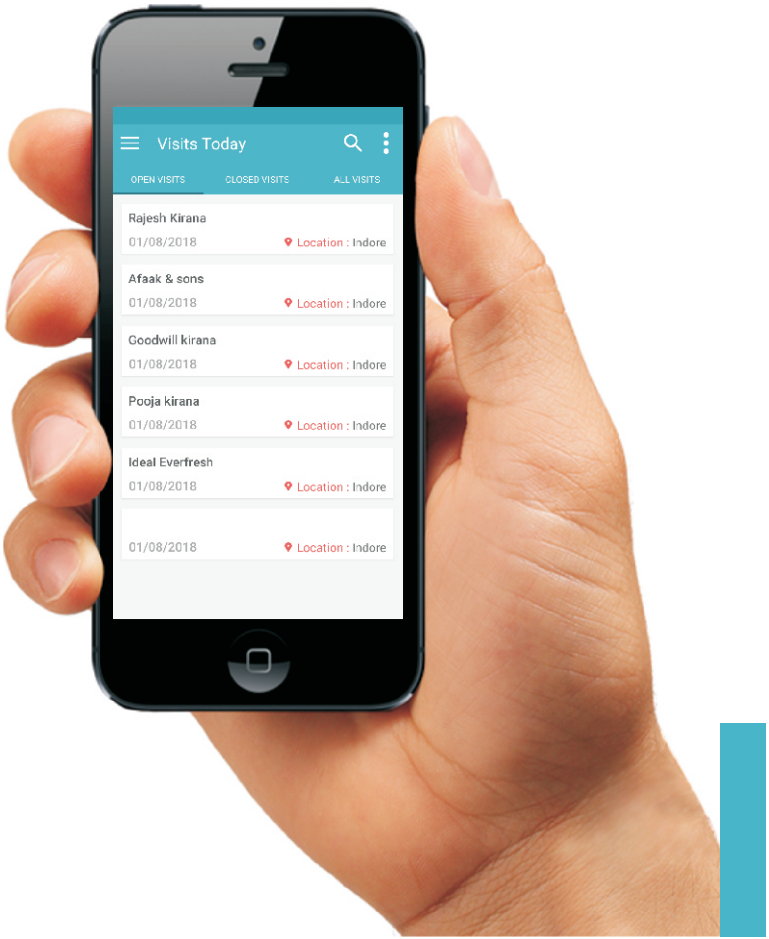
Sales Tracking

Ground Sales managed in a very easy and intuitive manner

Focus On Sales

Saves time by automatically generating daily activity reports and not filling them manually

- ✔ Cuztomise can easily handle the scale up to 100,000 Field Sales Executives, providing a consistent performance. We have a great support and operations team
- ✔ Our system can be easily integrated with SAP, Salesforce and other popular CRM, Invoicing



FMCG company gains sales edge from using Cuztomise.

DentoShine™

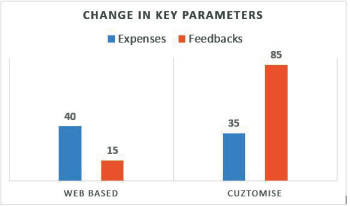
Industry : FMCG

Region : West India

Team Size : 100+

Solution : Cuztomise FMCG

Implemented : January 2018



Novateor Sales and Marketing Pvt. Ltd. FMCG company based out of Ahmedabad. They are creators of Dentoshine brand of dental products for kids. The company has product presence pan india with more than 100 field sales executives.

Problem

The company is growing rapidly and multiplying their field sales executives every month. They target to reach 350 mark by 2018 end. They are facing challenges in managing such vast field force, ensuring that everyone is working properly and are productive. Also attrition is one of their key problems. They didn't had combined data of their retailers. They wanted order booking process to be more transparent to prevent stock hoarding.

Solution

With implementation of Cuztomise, now they can in real time track their field executives and their working. Also they can monitor tour plans, productive calls directly from their web console. Cuztomise also provides an extensive order booking app wherein your retailers/distributors can put in their orders or executive can take orders on their behalf. They can also see the order status. You can modify price list, product schemes according to individual distributor/stockist.

ROI

With Cuztomise they have improved their coverage by 70% and we have seen an increase of 20% in productive calls. False calling is 100% eliminated after using Cuztomise.

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Valuable Real-Time Data

Get complete information about doctors' feedback on your products out there in market

- Quick Reporting, it takes 30 secs to submit report about a visit
- Get valuable feedback about visits as soon as the visits are done

Increase Profitability

Get a clear insight on actual expenses of your Medico Sales which results in substantial savings

- Mobile Application makes sure that false reporting is impossible
- Every Single expense of an MR can be verified

Deep Insights of Field Performance

Easily profile, target and measure performance of Medical Representatives with interactive charts

- ✔ Allows mapping of doctors with products for focused marketing
- ✔ Analytics and Reports of every single Field Employee updated constantly

Training On-the-go

Utilize the waiting time of field professionals in building their knowledge and awareness

- ✔ Professionals are updated with product literature
- ✔ Substantial increase in the utilisation figures of sales employees

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