WHAT HAPPENED WHEN 1,000 FIELD REPS GOT A SMART ASSISTANT IN THEIR POCKET

Countries we operate from

PROBLEM STATEMENT

The field teams of a leading FMCG organization lacked tools to plan, track, and optimize daily performance at the outlet level.

Manual attendance and visit reporting

Inability to track sales reps' field movement

No outlet-level coverage or visit insights

Manager blind spots in rep performance

INT.'S SOLUTION

A GPS-enabled mobile platform for real-time tracking and reporting.

- **Geotagged Attendance & Visit Logs:** Geotagged attendance and visit logging

- **Route Planning with Beat Data:** Route planner with beat and outlet data

- **Outlet Visit Action Tracking:** Call-to-action tracking per outlet visit

- **Real-Time Manager Dashboards:** Real-time dashboards for managers

- **Offline Mode with Auto-Sync:** Offline access and auto-sync on reconnection

6-Step Applied Process

01

Workflow Mapping:
Analyzed rep visits, tasks, and idle patterns.

02

App Design:
Built lightweight mobile app for sales teams.

03

GPS Integration:
Enabled geotagged check-ins and route tracking.

04

Manager Dashboarding:
Provided real-time visibility into rep performance.

05

Pilot Rollout:
Tested app with reps across 3 verticals.

06

Enterprise Scale-Up:
Deployed platform to 1,000+ field executives.

IMPACT

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95%
reduction in paperwork for daily reporting

35%
reduction in idle hours across teams

28%
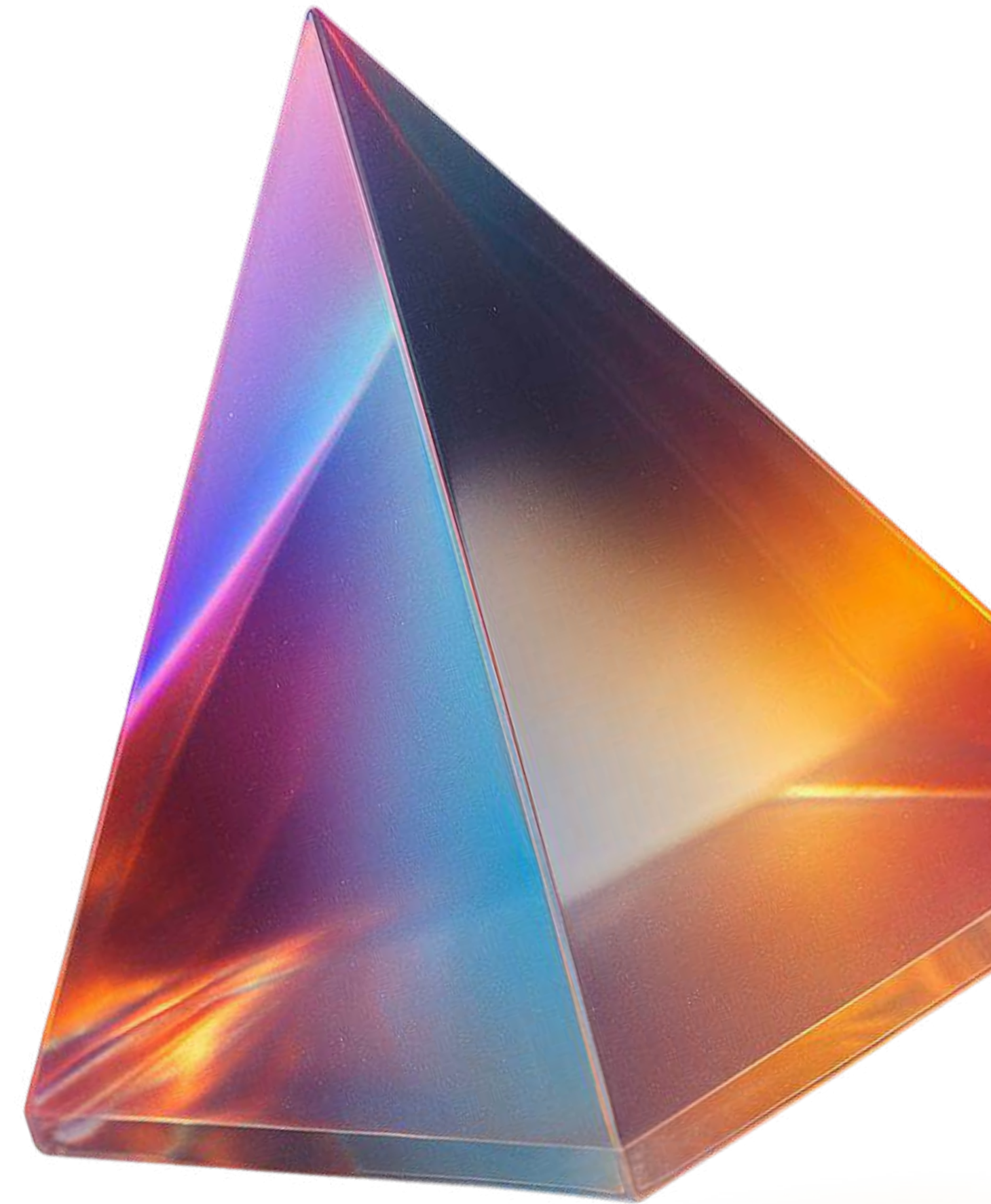**increase in outlet coverage** per rep per week

93%
GPS-based visibility into field movements

80%
drop in attendance fraud and ghost visits

Successfully scaled to 1,000+ users across 5 industries

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Let's Help You

Delight Your Customers
- The easiest way to achieve growth

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INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.