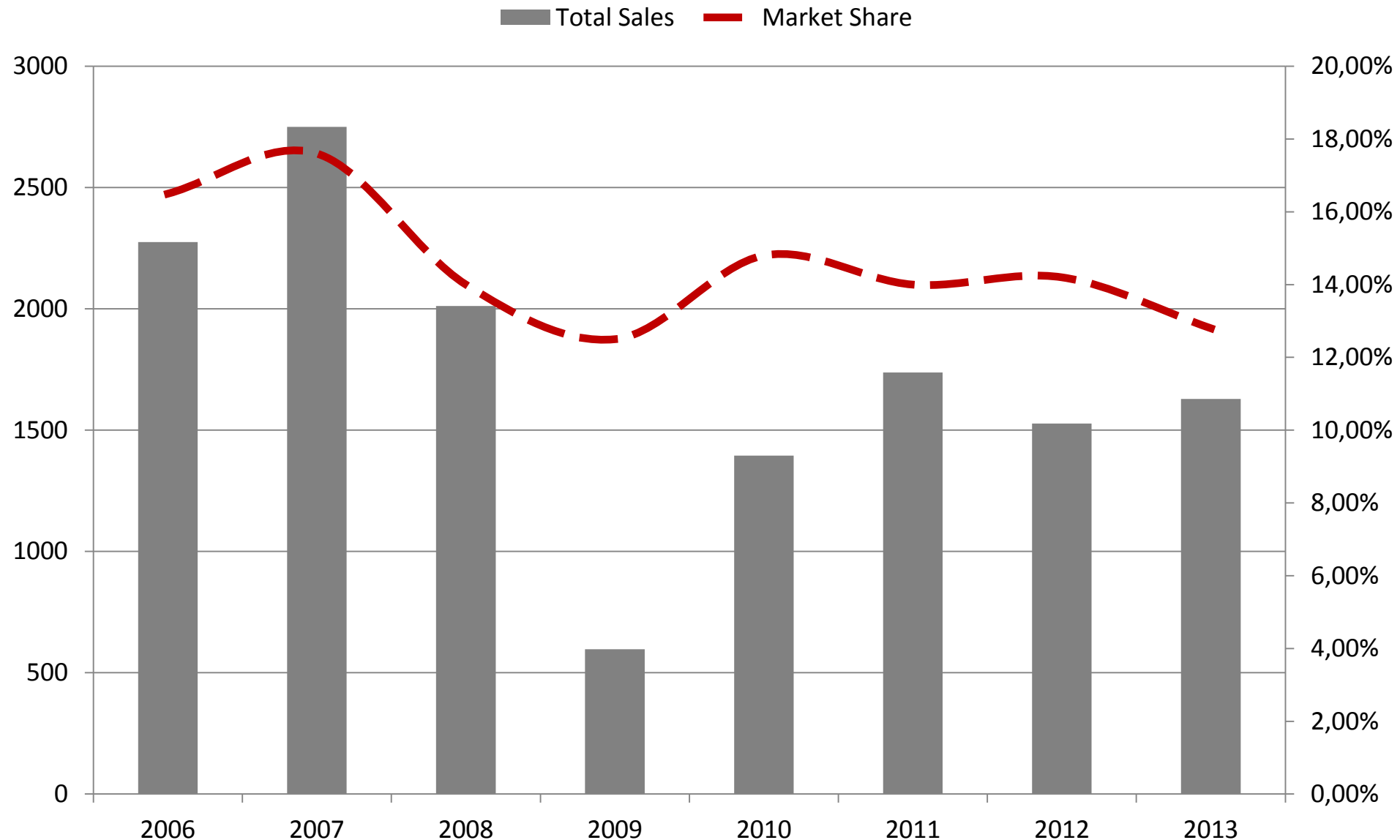




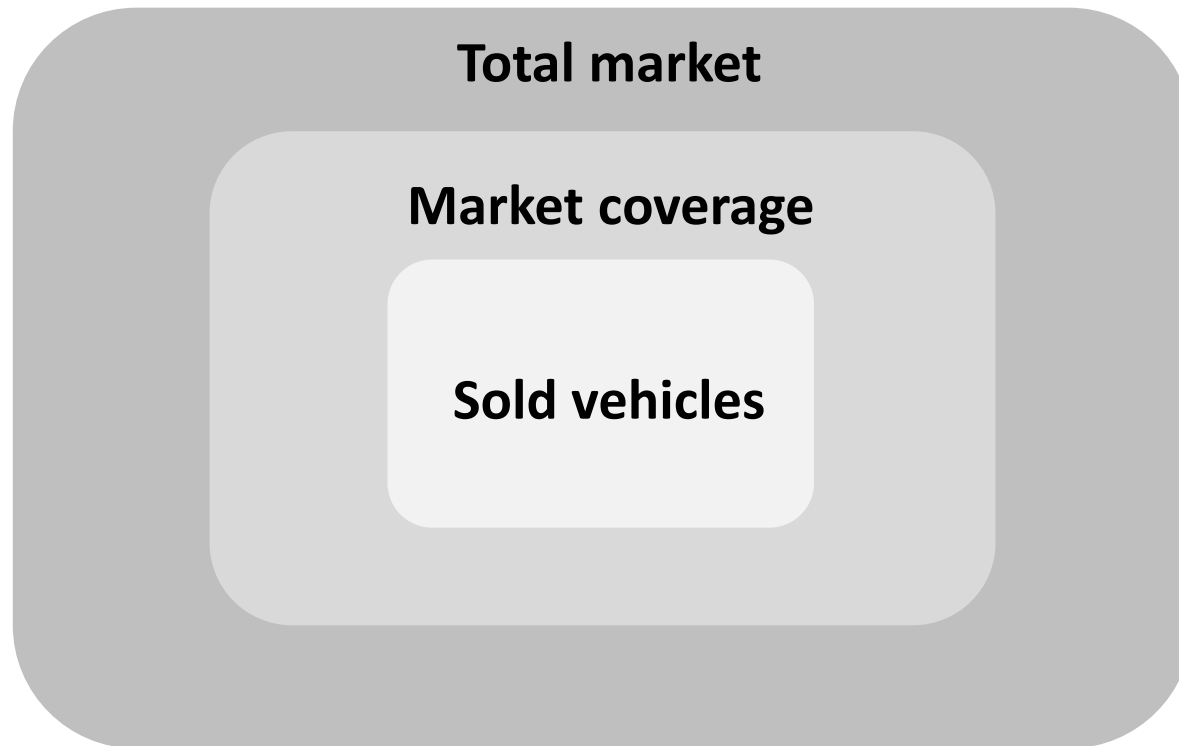
# The increase of productivity by using telematics in Scania CER

# Main triggers – Increase volume of sold vehicles



# Main triggers – Improve market coverage

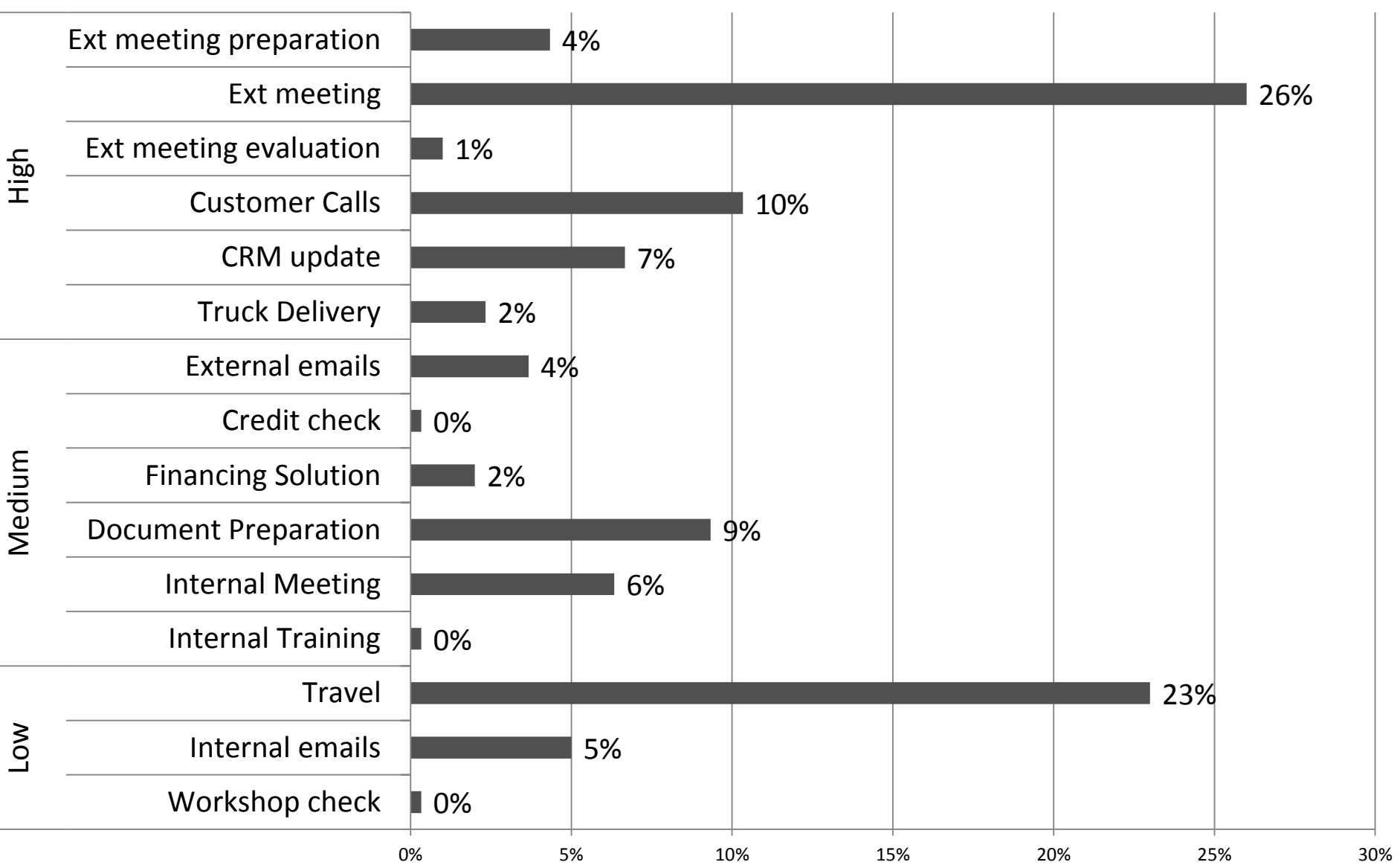
*...Efficient Sales Management...*



*...increase **quantity** and **quality** of customer's contacts...*

*...Improve Market coverage...*

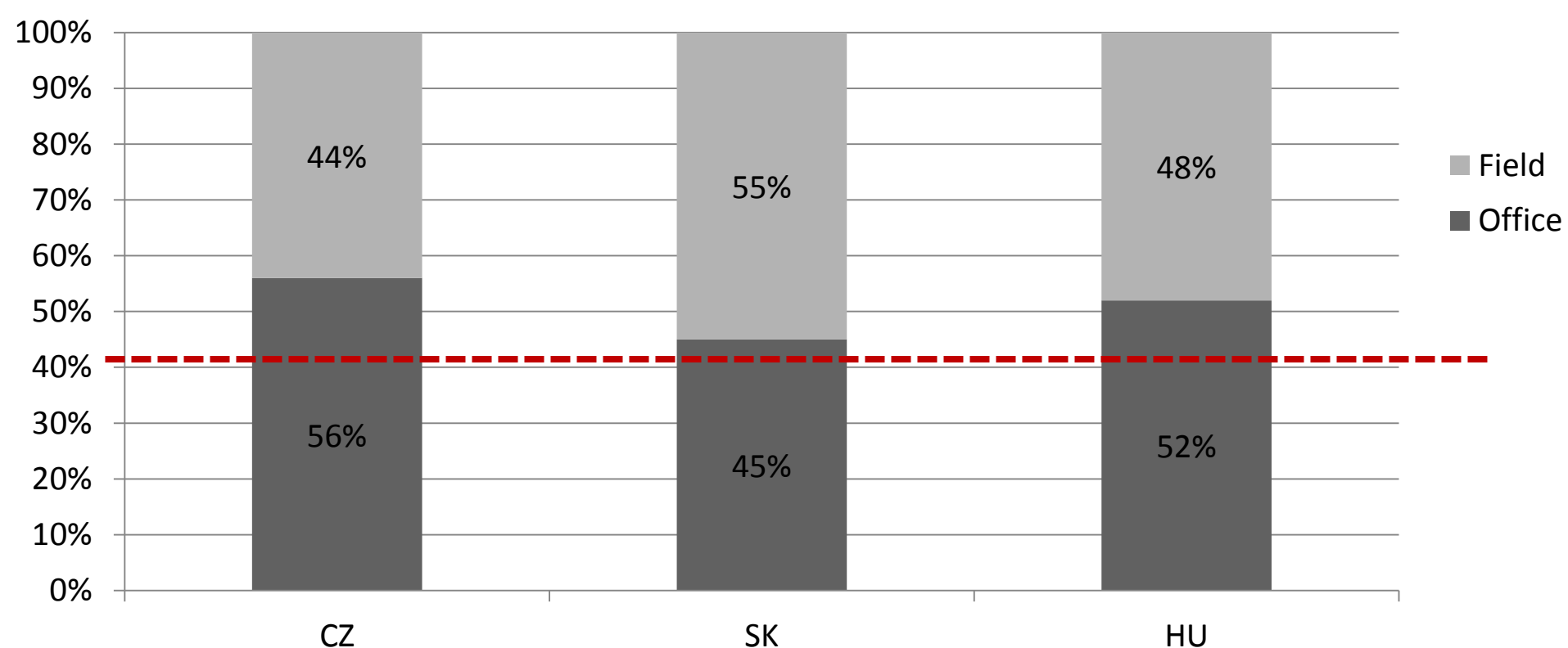
# Salesmen Workload Analysis



# Salesmen Workload Analysis

**Goal 1:** Salesmen should be able to work from the field.

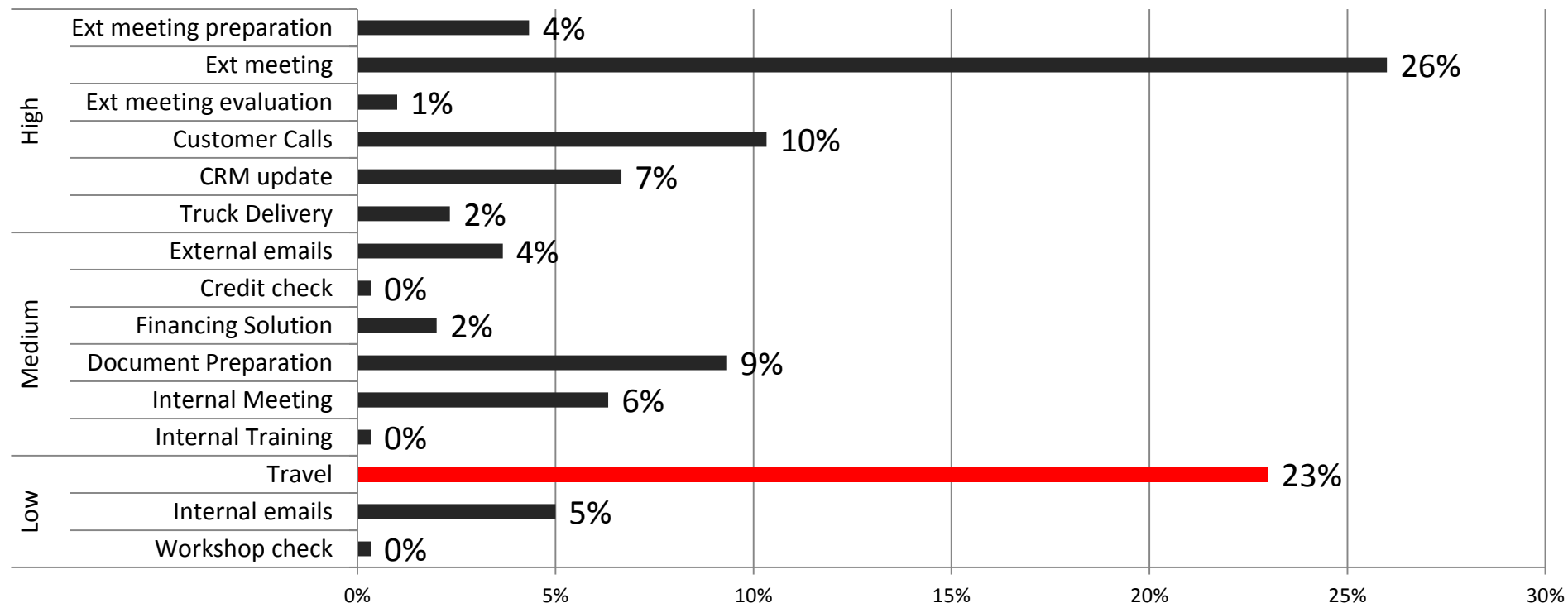
**Goal 2:** Do not introduce new systems, but integrate them with current CRM.



# Search for the solution started...

## ■ Travel

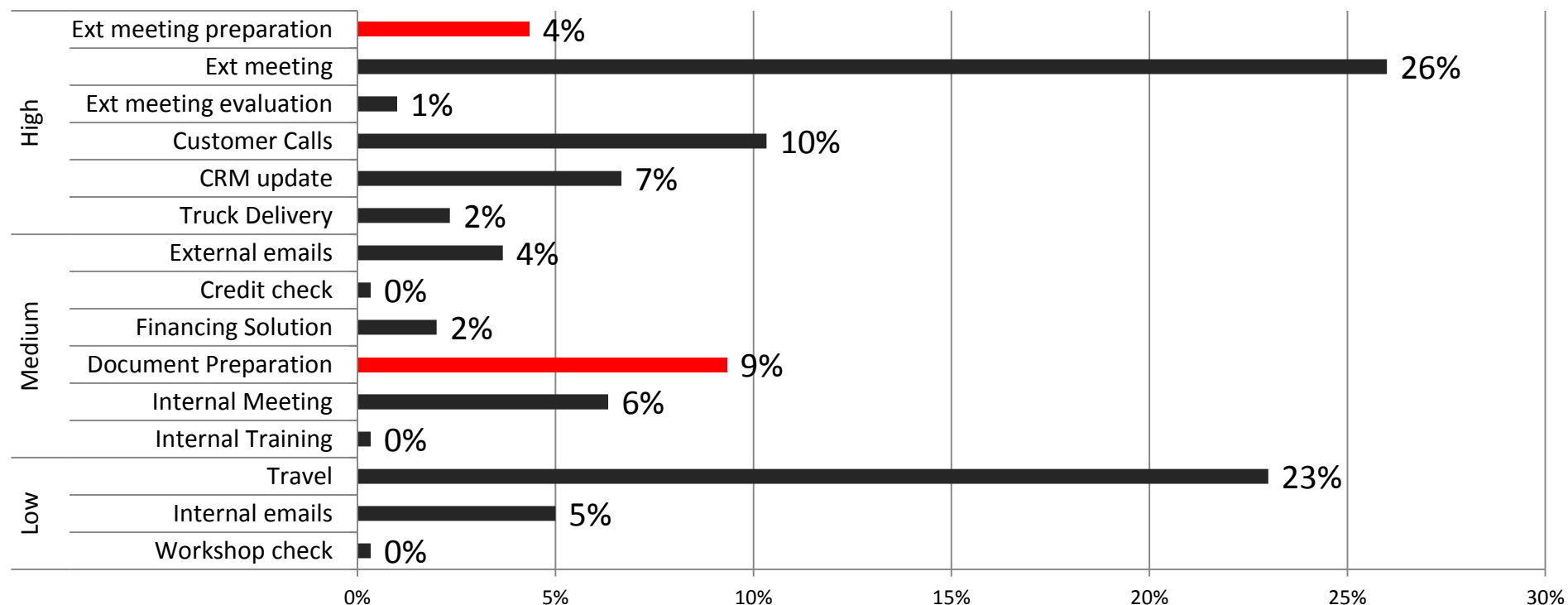
- How can salesmen plan the routes better?
- Which customers to visit?
- How to navigate them to destination?
- What to do if customer cancel the planned visit?



# Search for the solution started...

## ■ Meeting Preparation

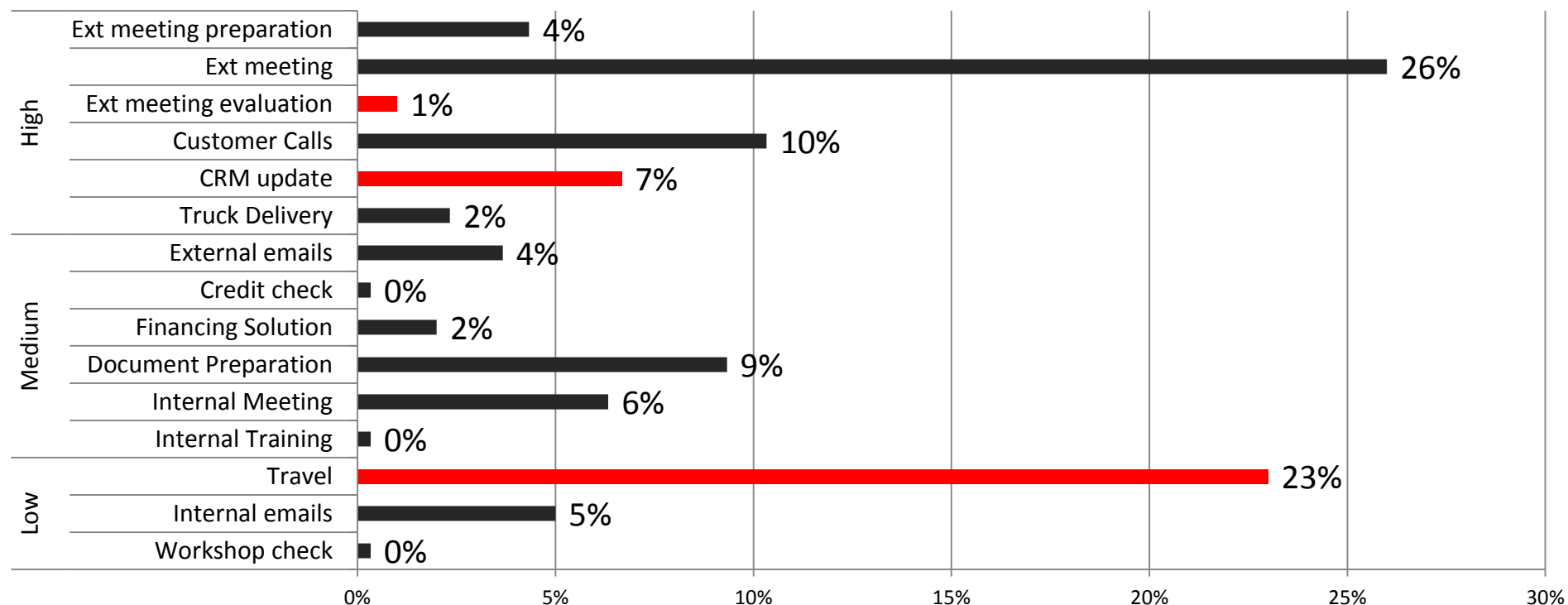
- How to ensure that salesmen are prepared?
- How to get the data from various systems to salesmen smartly?
- If the meeting is scheduled from the field, how to make him prepared?
- Sales triggers rather than loads of data



# Search for the solution started...

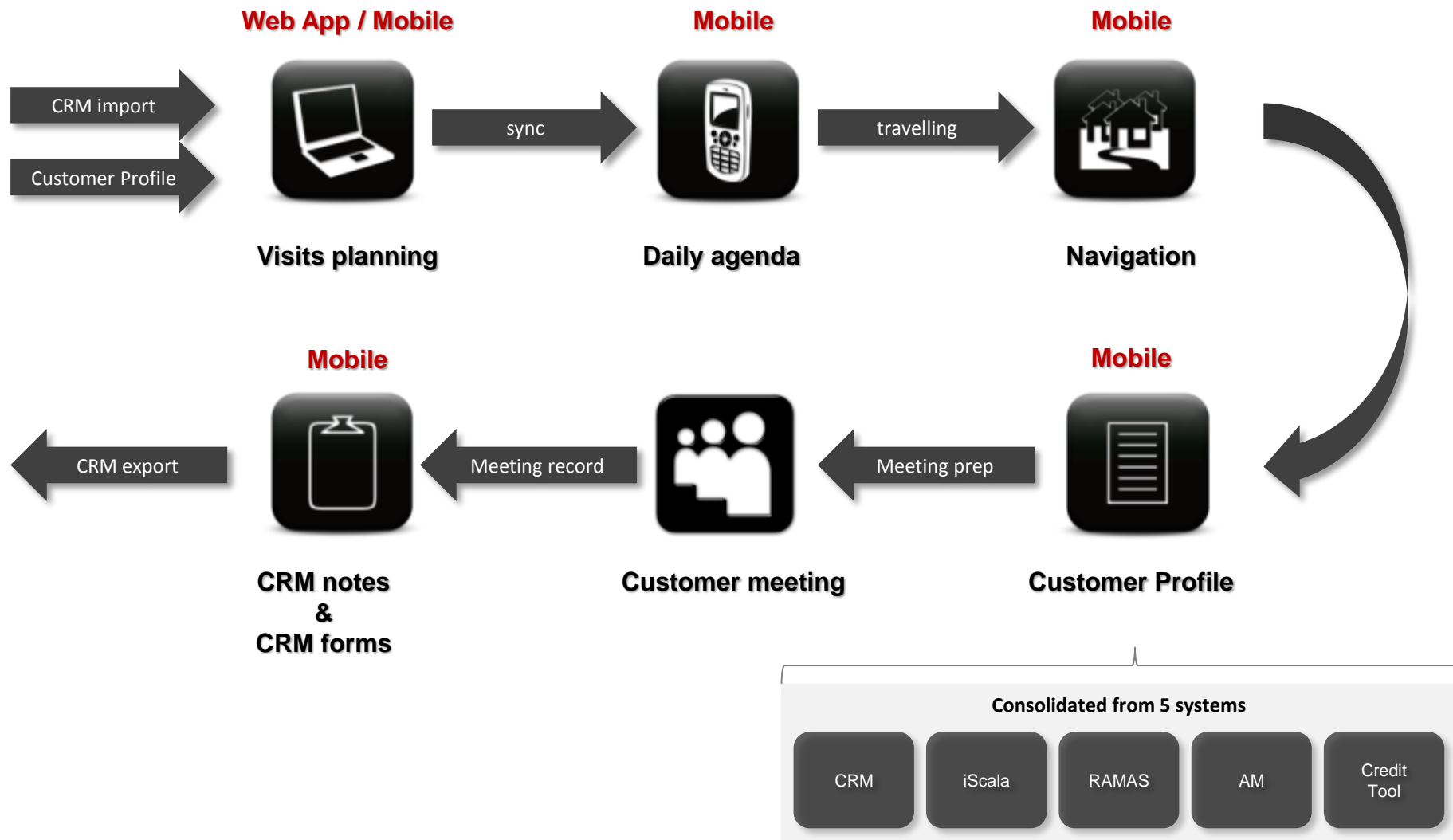
## ■ CRM update

- CRM update have to be made from field, system integrations
- Updates immediatelly after the visits





# Solution design – use case



# Select the right customer...

ecofleet

Vehicles Areas Events Tasks Customers Trips Journal Reports KPI

Manual Settings Feedback vit.lobpreis@scania.cz

Tasks Timeline Search

12.02.2016 Add new visit Delete task

UNPLANNED TASKS

Task/Customer name	Address	Time	Status
PLANNED TASKS			
Name	Address	Time	Status
!!(P) POTIS - 25.9.2015 / POTIS s.r.o	Kralovice 162...	15:00...	T...
!!MTT / MTT s.r.o.	Košova 151...	14:30...	T...
Balint Kincses (1 task, 10:00) (NT Sales - HU)			
Találkózó / Pannon Car Park Kft.	Szigetszentm...	10:00...	D...
Libor Novotny (4 tasks, 11:15 - 15:22) (AFS Sales)			
Juroška podpis CO / Frantisek Juroška	Hutisko-Sola...	11:10...	T...
Greňo návšteva / Milan Greňo	Vsetín,Valaš...	12:30...	T...
Lados kampaň leden únor / LADOS s.s	Louka 376 763...	13:10...	I...
Salvator podpis CO / SALVATOR STRECHY s	Louka 376 763...	15:20...	D...
Michal Rzeszoto (2 tasks, 11:00 - 13:00) (AF Sales - SK)			
!! Ing. Miroslav Vavrica - TRAFIK s.r.o.	Staničné náro...	08:30...	D...
!! MK doprava s.r.o. / MK doprava s.r.o.	Vrbova 173/1...	10:00...	F...
Viliam Lelko (5 tasks, 08:30 - 15:00) (AFS Sales)			
podpis classic zmluvy / euro	Stančné náro...	08:30...	D...
servisne akcie / Dusan Fabian - Dopravné obc	Vrbova 173/1...	10:00...	F...
servis / MINERALNE VOZY			
servisne akcie / Andrej Danko - DAFTOUR	Ličartovce 28...	14:00...	D...

Selecting Customers on Google Maps

Route planning is easy

You can click on customer dot to plan the visit

Or you can add it manually

Green - perspective and visited in last 5 months

Orange - perspective and not visited in last 4 months

Red - perspective and not visited in last 5 months

Grey - not perspective

Triangle - meeting is scheduled

Round - meeting is not scheduled

# Plan the visit...

The screenshot displays the ecofleet application interface. At the top, there is a navigation bar with icons for Vehicles, Areas, Events, Tasks, Customers, Trips, Journal, Reports, and KPI. Below this, a search bar and a 'Search from map' button are visible. The main area is a map of Slovakia, showing various locations marked with colored icons (green, orange, red, blue) representing different tasks or visits. A 'New Visit' form is overlaid on the map, allowing users to add new tasks. The form includes fields for Driver, Customer, Due date, Duration, Task name, Address, and Description. A 'Save' button is at the bottom right of the form. Three callout boxes provide instructions: 'Visit planning is easy Fill the simple form and save it', 'Name of the task Due date and Duration', and 'Use description field for agenda'.

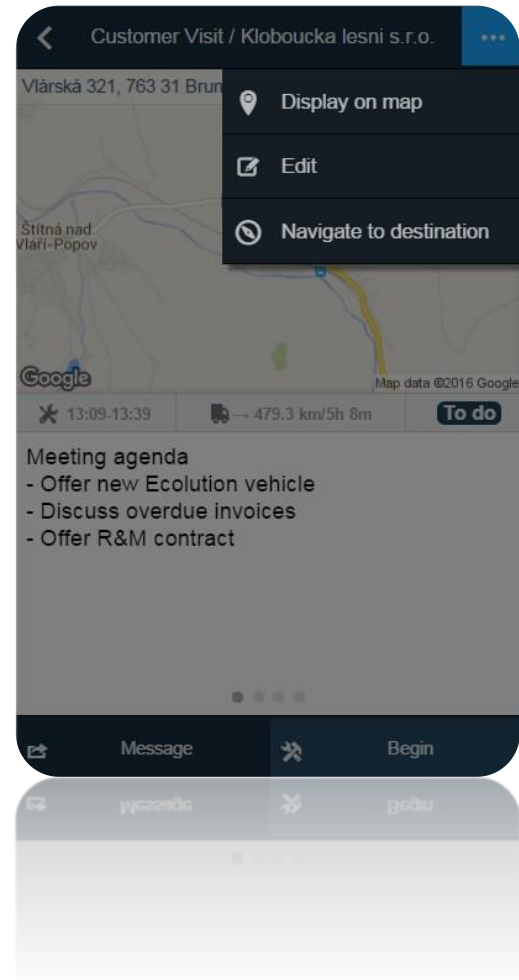
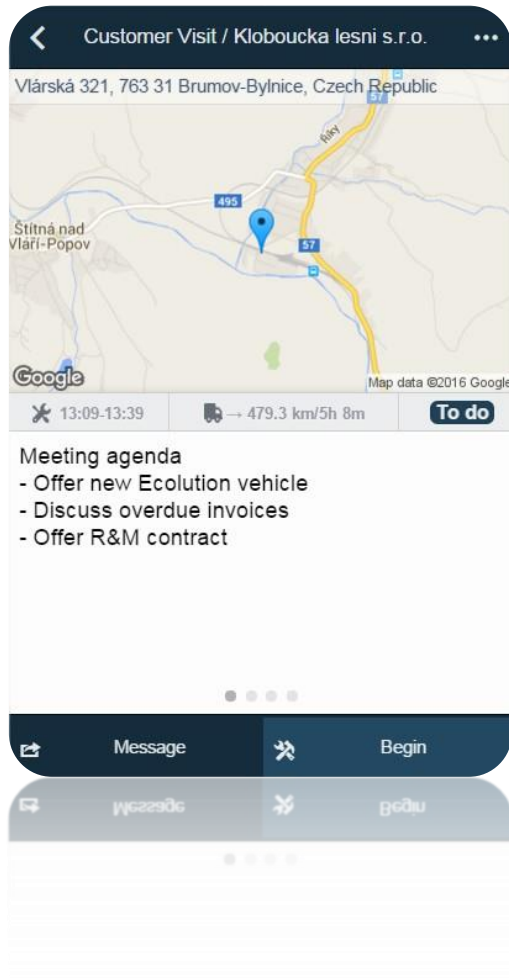
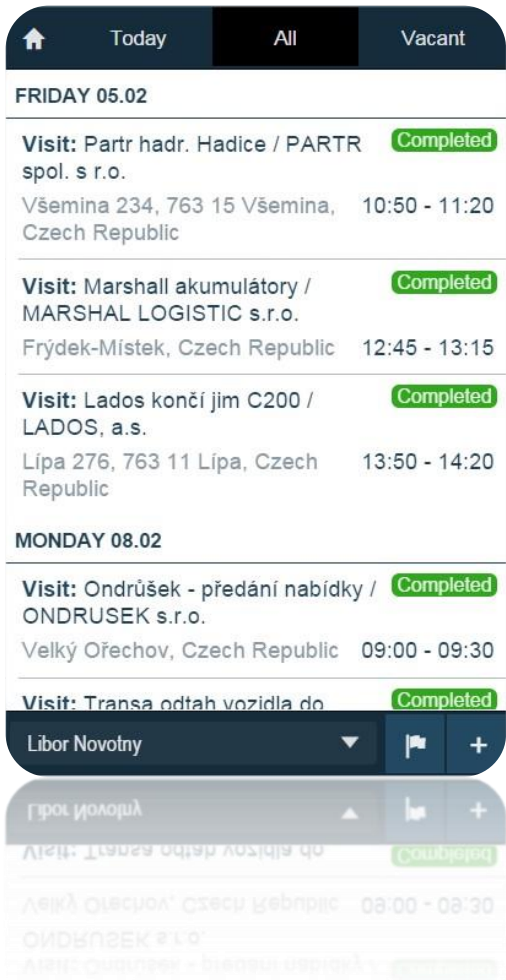
Visit planning is easy  
Fill the simple form and  
save it

Name of the task  
Due date and Duration

Use description field  
for agenda

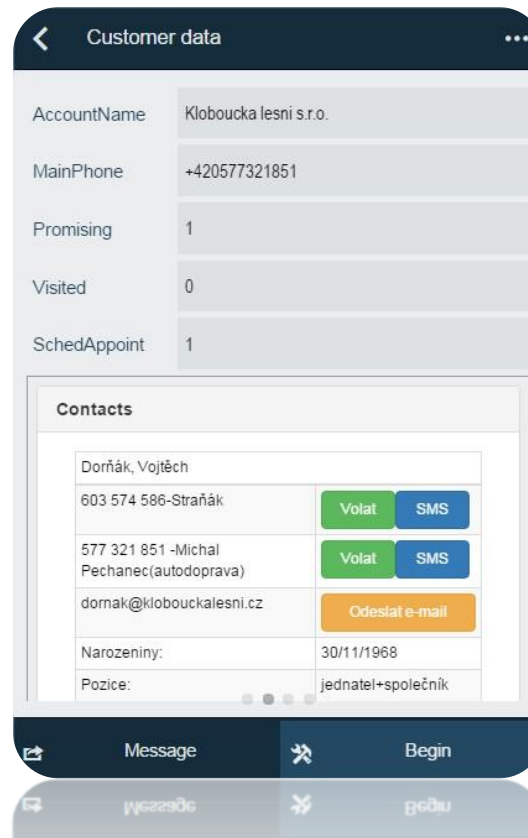
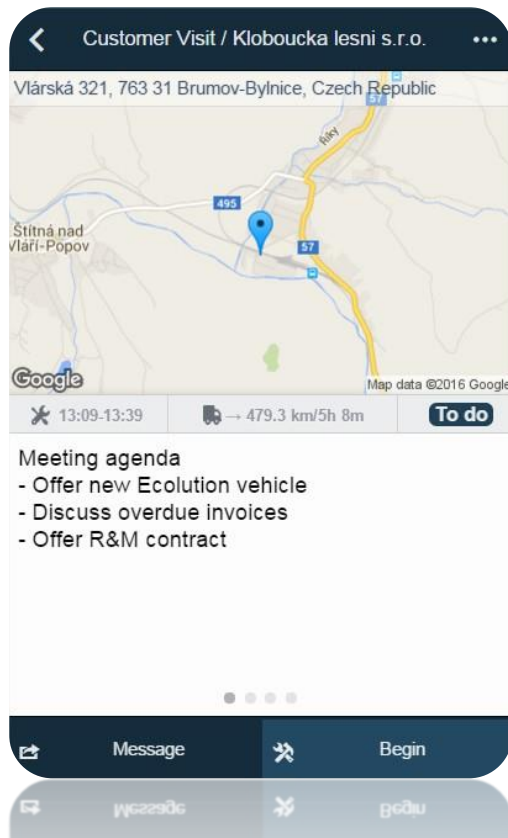


# Sit into vehicle and drive to customer...



# Prepare for the meeting...

Data are collected from 5 different systems,  
presented on one page



Contacts

Classification Code

Last appointments

Service & parts revenue

Customer potential

Last visit of workshop

Fleet size

Fleet age structure

Payment history

Overdue invoices


Service contracts

Customer claims

# After the meeting, report it back to CRM...

Customer Visit / Kloboucka lesni s.r.o.

Vlárská 321, 763 31 Brumov-Bylnice, Czech Republic



13:09-13:39

**In progress**

Meeting agenda

- Offer new Ecolution vehicle
- Discuss overdue invoices
- Offer R&M contract

Message Done Failed

Opportunity

Topic New vehicle

Class New Vehicle

BuyBack No

TransportType International Truck

ContractType Repair and maintenance

SubContract

EstOrderDate

EstDeliveryDate

Rating

Description

Save

Customer Visit / Kloboucka lesni s.r.o.

Comment

Select comment

- Discussion about new Ecolution vehicle
- New RM contract offered for 2 yrs old vehicle

Send

Message Done Failed

# Planning the visit from field...

Home Today All Vacant

FRIDAY 05.02

**Visit: Partr hadr. Hadice / PARTR spol. s r.o.** Completed  
Všemina 234, 763 15 Všemina, Czech Republic 10:50 - 11:20

**Visit: Marshall akumulátory / MARSHAL LOGISTIC s.r.o.** Completed  
Frydek-Místek, Czech Republic 12:45 - 13:15

**Visit: Ladoss končí jim C200 / LADOS, a.s.** Completed  
Lípa 276, 763 11 Lípa, Czech Republic 13:50 - 14:20

MONDAY 08.02

**Visit: Ondrůšek - předání nabídky / ONDRUSEK s.r.o.** Completed  
Velký Ořeškov, Czech Republic 09:00 - 09:30

**Visit: Transa odťah vozidla do Libor Novotný** Completed

Back New task

Type Visit

Name New visit

Customer

Location

Due date 13.02.2016 16:34

Duration 0 - +

Forms AFS Form (eng), Customer Potential, Ecolution Form, Opportunity, Sales Form (eng)

Driver Vit Lobpreis

Description

Save

Back Customer search

AccountName

MainPhone

Promising 1

Visited 0

distance Unscheduled

Miroslav Humnal 0.7 km

Frantisek Buta 0.7 km

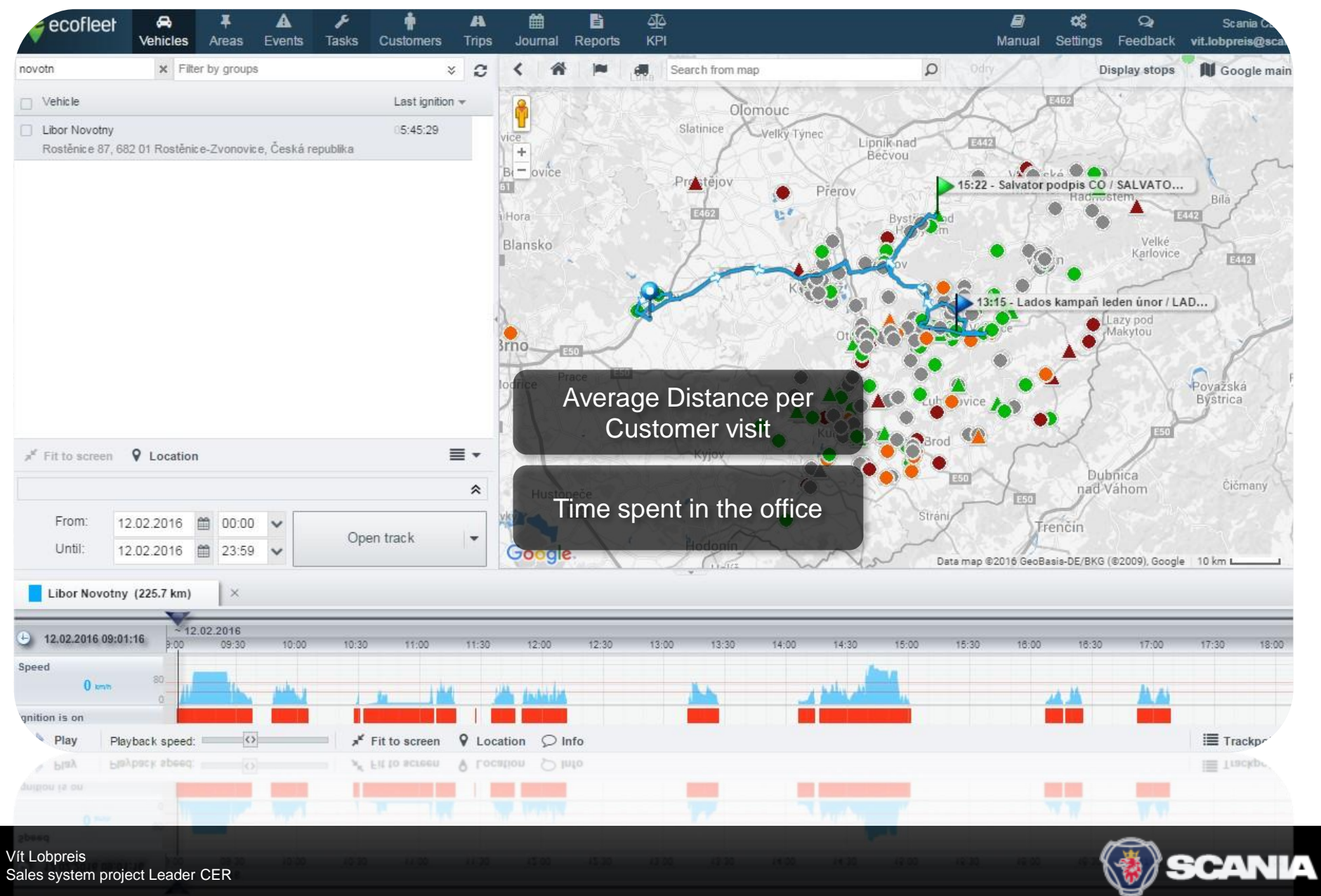
Frantisek Buta 0.7 km

Vaclav Mika 3.2 km

RESUR spol. s r.o. 6.3 km



# Managers are in control...





# Effect: Sales volumes increase contribution

