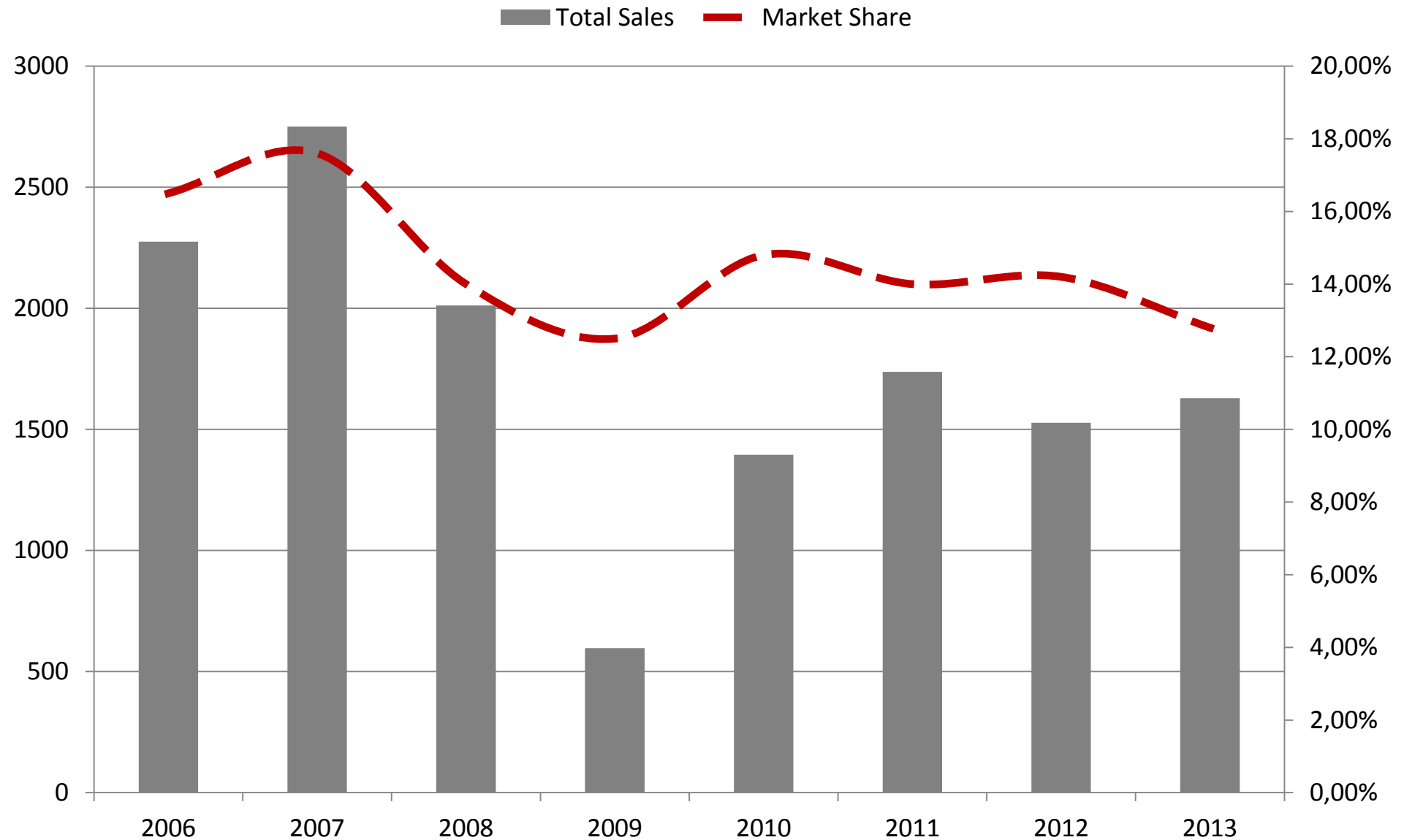


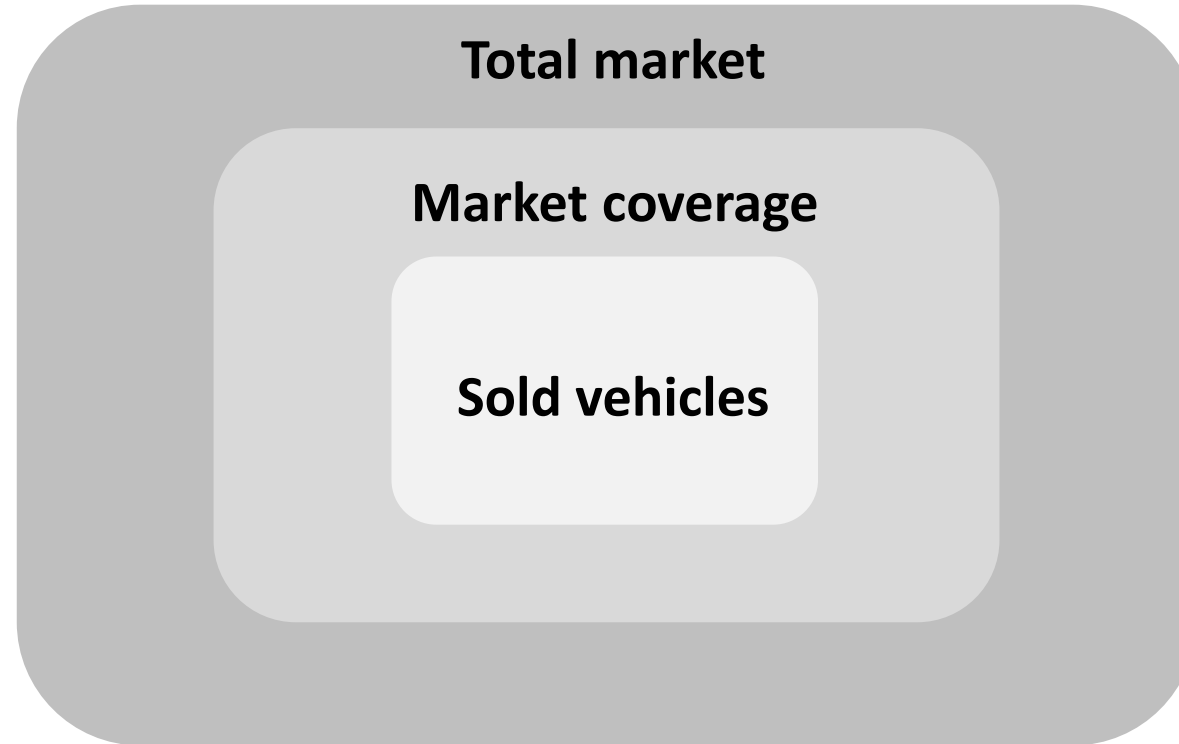


# The increase of productivity by using telematics in Scania CER

# Main triggers – Increase volume of sold vehicles



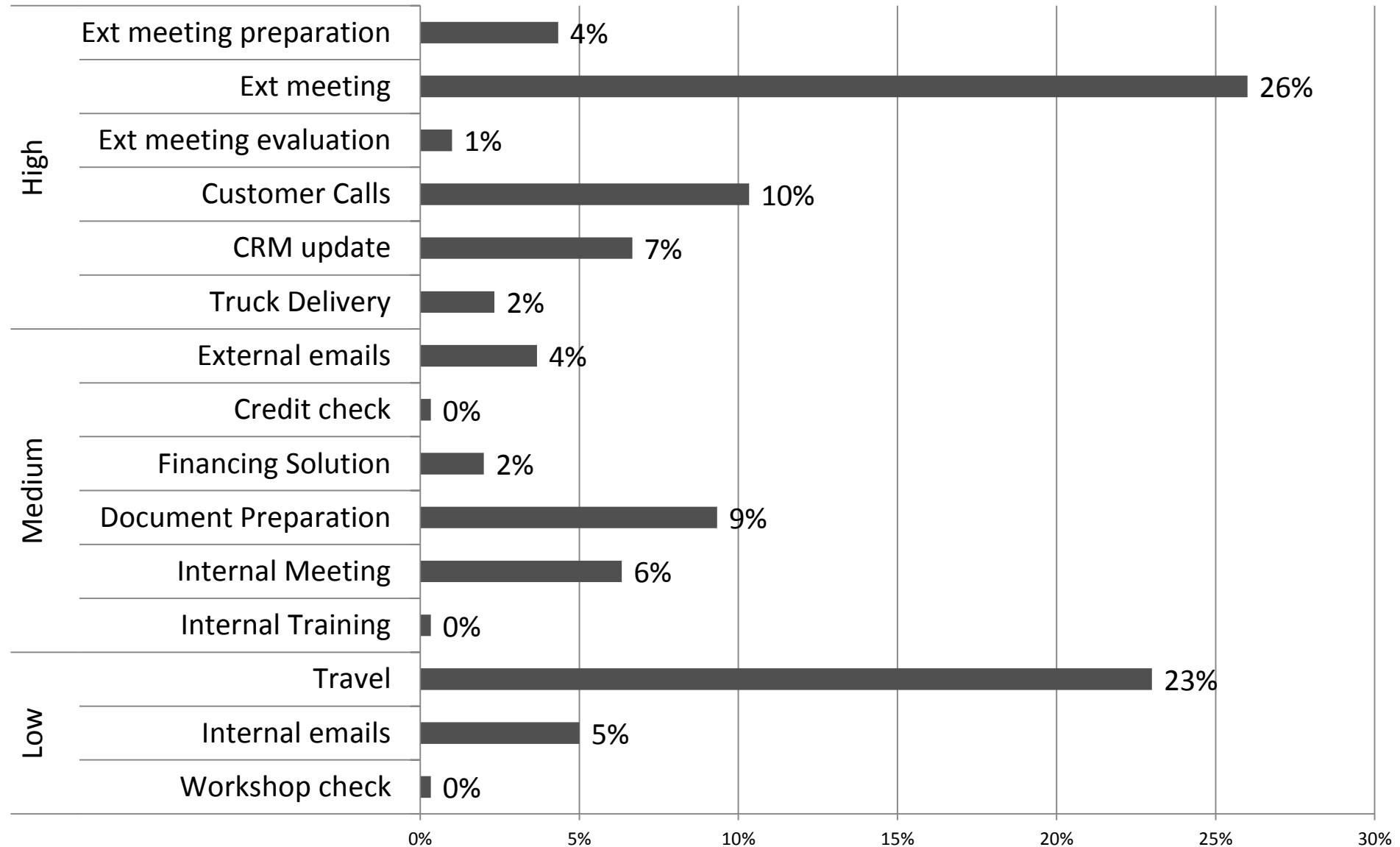
*...Efficient Sales Management...*



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

*...Improve Market coverage...*

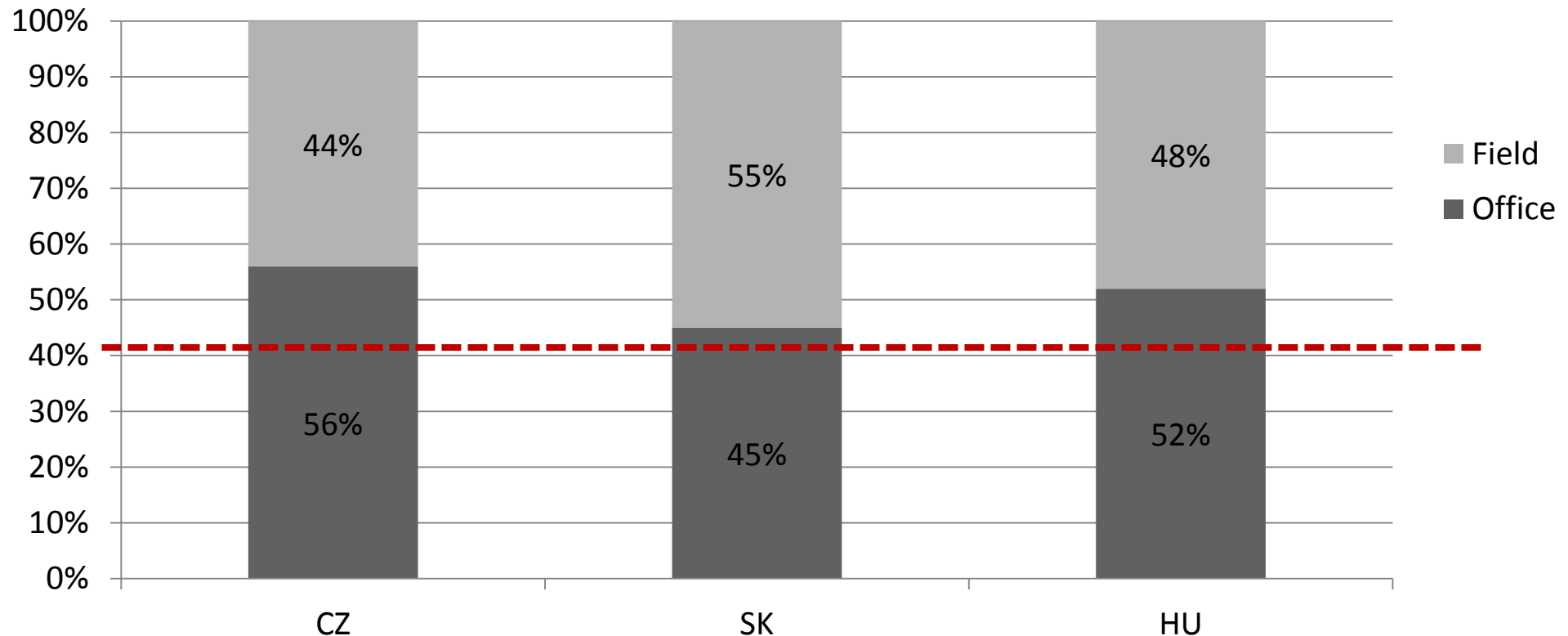
# Salesmen Workload Analysis



# Salesmen Workload Analysis

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

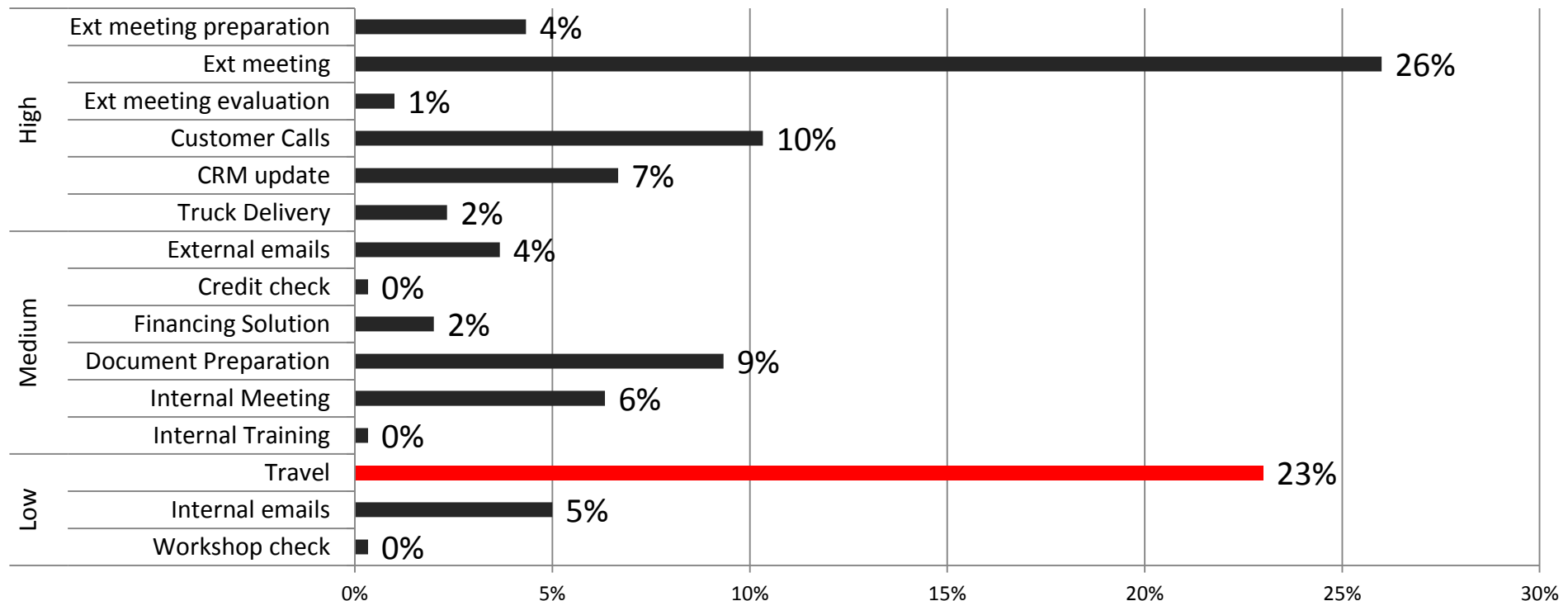
**Goal 2:** Do not introduce new systems, but integrate them with current CRM.



# Search for the solution started...

## ■ Travel

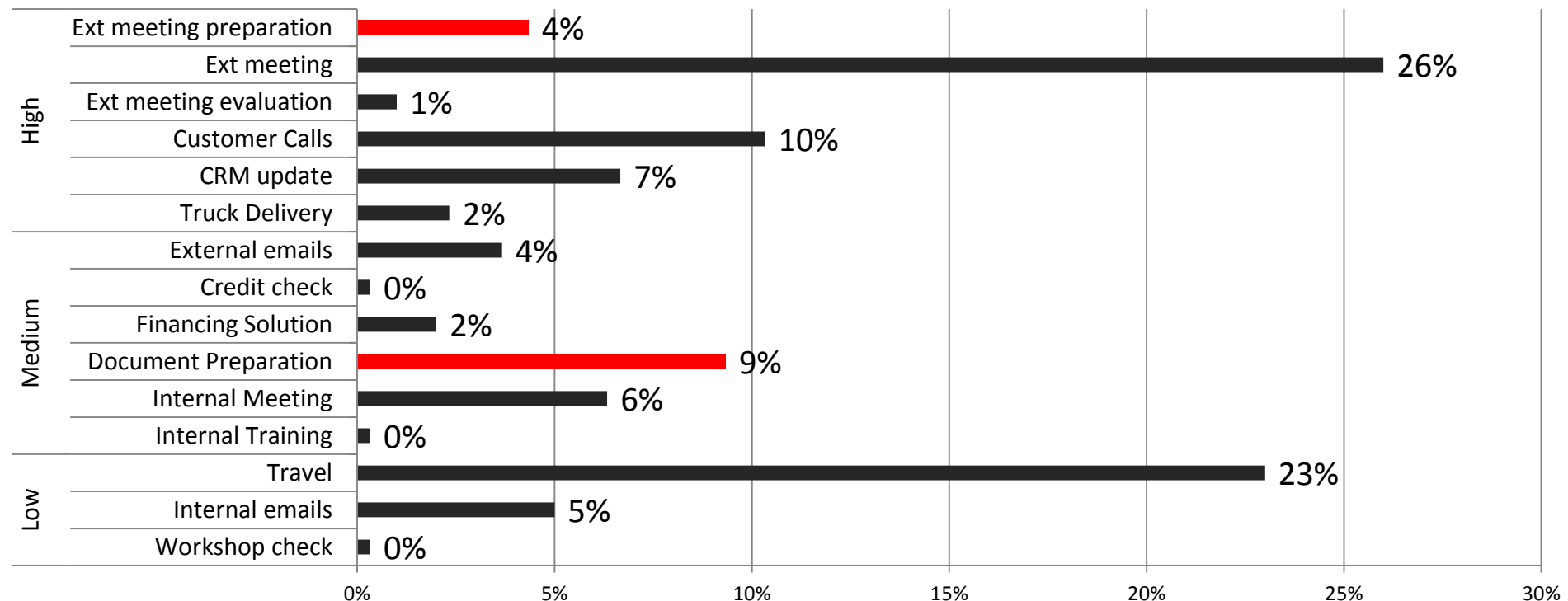
- How can salesmen plan the routes better?
- Which customers to visit?
- How to navigate them to destination?
- What to do if customer cancel the planned visit?



# Search for the solution started...

## ■ Meeting Preparation

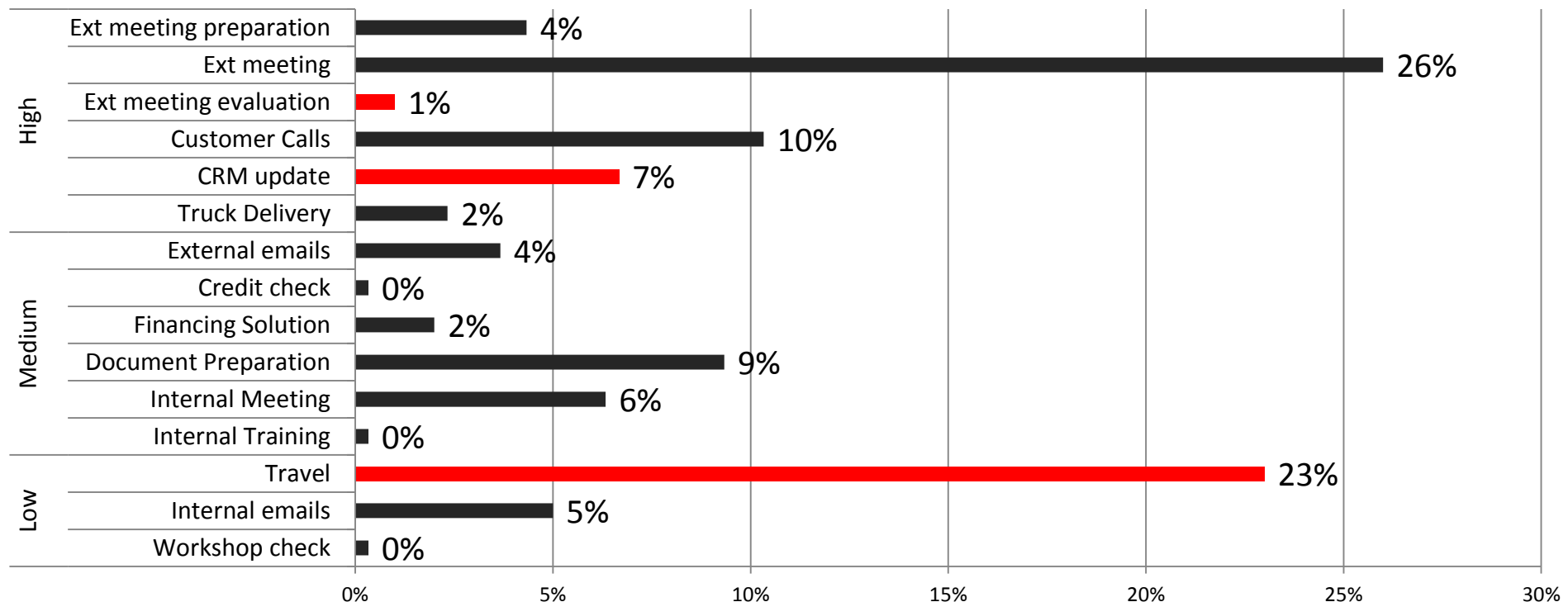
- How to ensure that salesmen are prepared?
- How to get the data from various systems to salesmen smartly?
- If the meeting is scheduled from the field, how to make him prepared?
- Sales triggers rather than loads of data



# Search for the solution started...

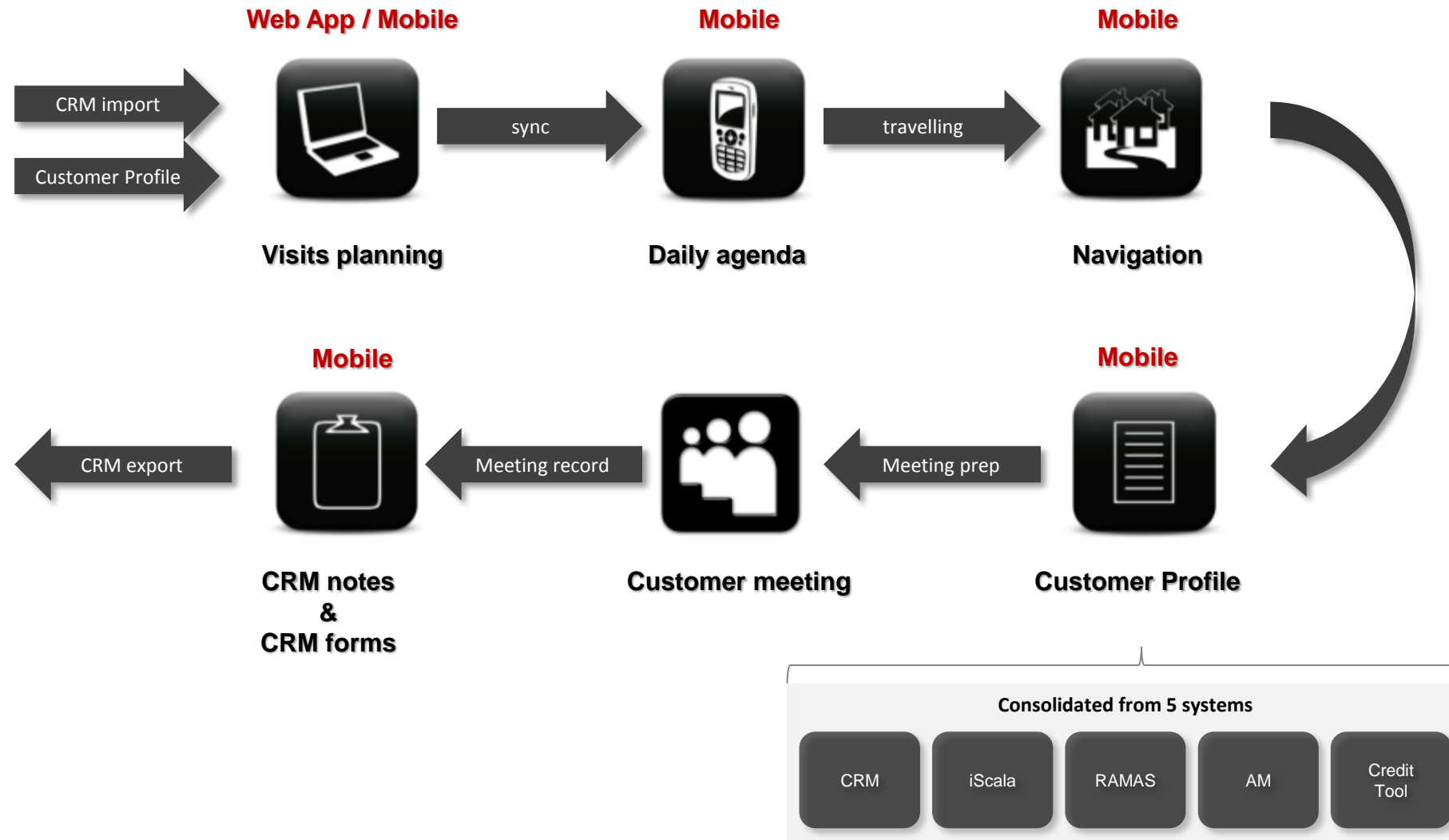
## ■ CRM update

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





# Solution design – use case



# Select the right customer...

**eco fleet** 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
<input type="checkbox"/> Task/Customer name	Address	Time	Status

PLANNED TASKS

Name	Address	Time	Status
<input type="checkbox"/> Name	Address	Time	Status
<input type="checkbox"/> !!(P) POTIS - 25.9.2015 / POTIS s.r.o	Kralovec 122...	15:00	T...
<input type="checkbox"/> !!MTT / MTT s.r.o.	Koštova 151...	14:30	T...
<input checked="" type="checkbox"/> Balint Kincses (1 task, 10:00) (NT Sales - HU)			
<input type="checkbox"/> Találkozó / Pannon Car Park Kft.	Szigetszentm...	10:00	D...
<input checked="" type="checkbox"/> Libor Novotny (4 tasks, 11:15 - 15:22) (AFS Sales)			
<input checked="" type="checkbox"/> Juroška podpis CO / Frantisek Juroška	Hutisko-Sola...	11:15	T...
<input checked="" type="checkbox"/> Greňo návšteva / Milan Greňo	Vsetin,Valaš...	12:30	T...
<input checked="" type="checkbox"/> Lados kampaň leden únor / LADOS a.s	Lipa 376 763	13:15	IN...
<input checked="" type="checkbox"/> Salvator podpis CO / SALVATOR STRECHY s.r.o	Louka 90 7...	15:22	D...
<input checked="" type="checkbox"/> Michal Rzeszoto (2 tasks, 11:00 - 13:00) (AF Sales - SK)			
<input type="checkbox"/> !! Ing. Miroslav Vavrica - TRAFIK			
<input type="checkbox"/> !! MK doprava s.r.o. / Mkdop			
<input checked="" type="checkbox"/> Viliam Leiko (5 tasks, 08:30 - 15:00) (AFS Sales)			
<input type="checkbox"/> podpis classic zmluvy / euro	Staničné náro...	08:30	D...
<input type="checkbox"/> servisne akcie / Dusan Fabian - Doprava obc...	Vrbova 173/1...	10:00	F...
<input type="checkbox"/> servis / MINERALNE VOZY			
<input type="checkbox"/> servisne akcie / Andrej Danko - DAFTOUR	Ličartovce 28...	14:00	D...

Search from map

Google main map

**You can click on customer dot to plan the visit**

**Or you can add it manually**

**Selecting Customers on Google Maps**

**Route planning is easy**

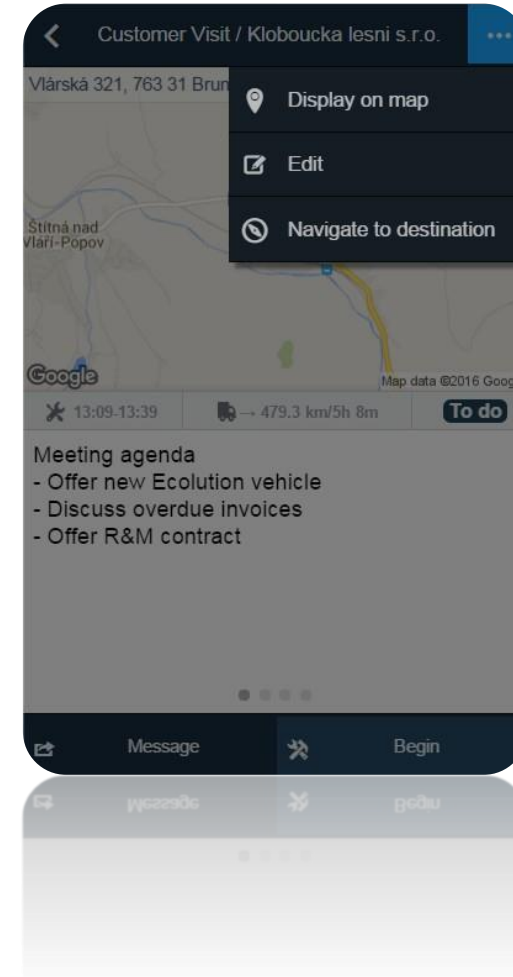
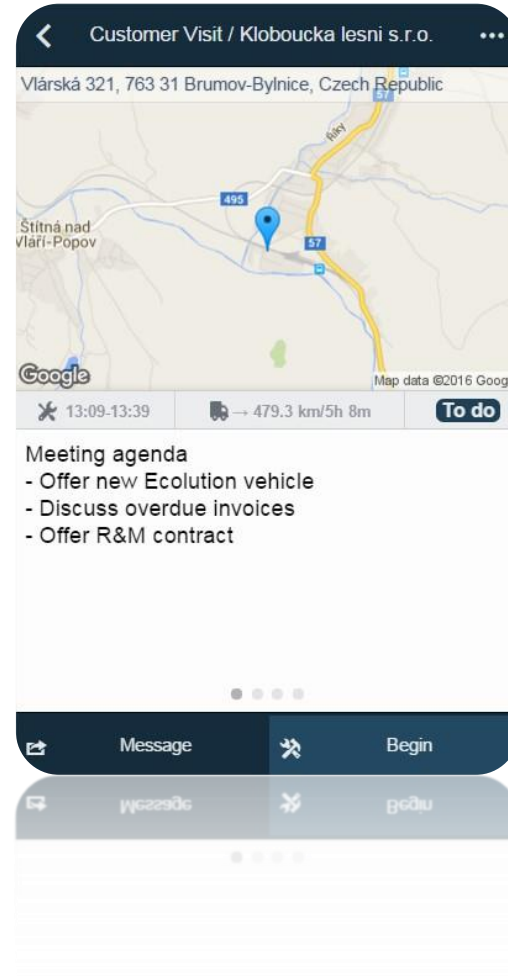
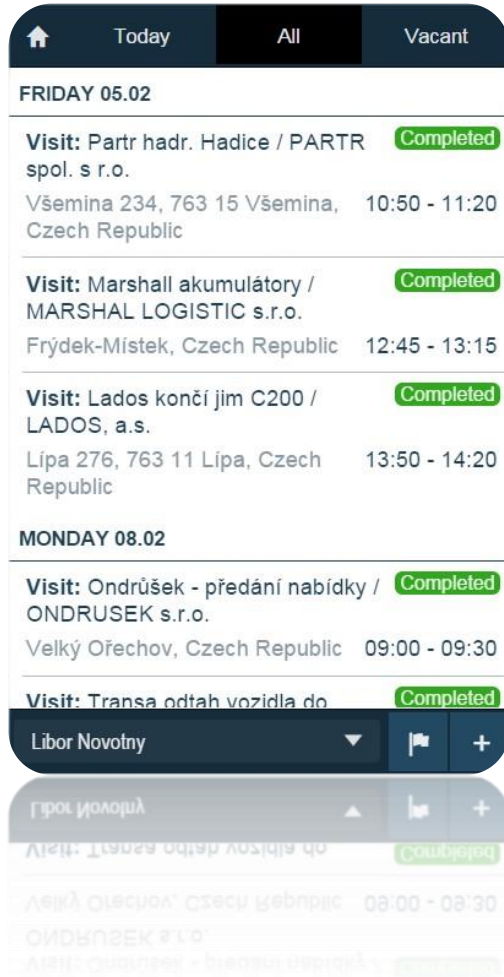
**Green** - perspective and visited in last 5 months  
**Orange** - perspective and not visited in last 4 months  
**Red** - perspective and not visited in last 5 months  
**Grey** - not perspective

**Triangle** - meeting is scheduled  
**Round** - meeting is not scheduled

# Plan the visit...

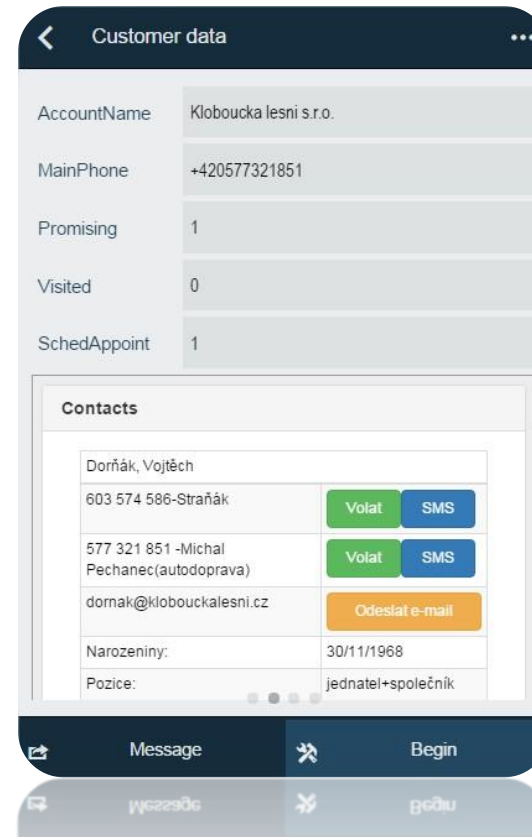
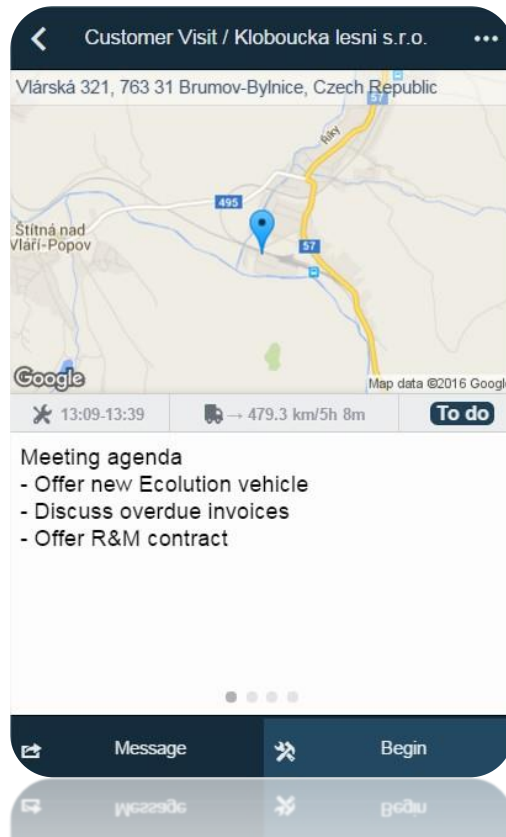
The screenshot displays the ecofleet software interface. At the top, there is a navigation bar with icons for Vehicles, Areas, Events, Tasks, Customers, Trips, Journal, Reports, and KPI. The main area is divided into a left sidebar with task lists and a central map. A 'New Visit' form is open, showing fields for Driver, Customer, Due date, Task name, Address, and Description. The form is annotated with callouts: 'Visit planning is easy' and 'Fill the simple form and save it' point to the form fields; 'Name of the task Due date and Duration' points to the 'Task name', 'Due date', and 'Duration' fields; and 'Use description field for agenda' points to the 'Description' field. The map shows various locations with colored markers representing tasks, such as '12:30 - Greňo návštva / Milan Greno' and '13:15 - Lados kampaň leden únor / LAD...'. The bottom of the interface shows a list of tasks for different drivers, including 'Viliam Lelko' and 'Michal Rzes'.

# 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

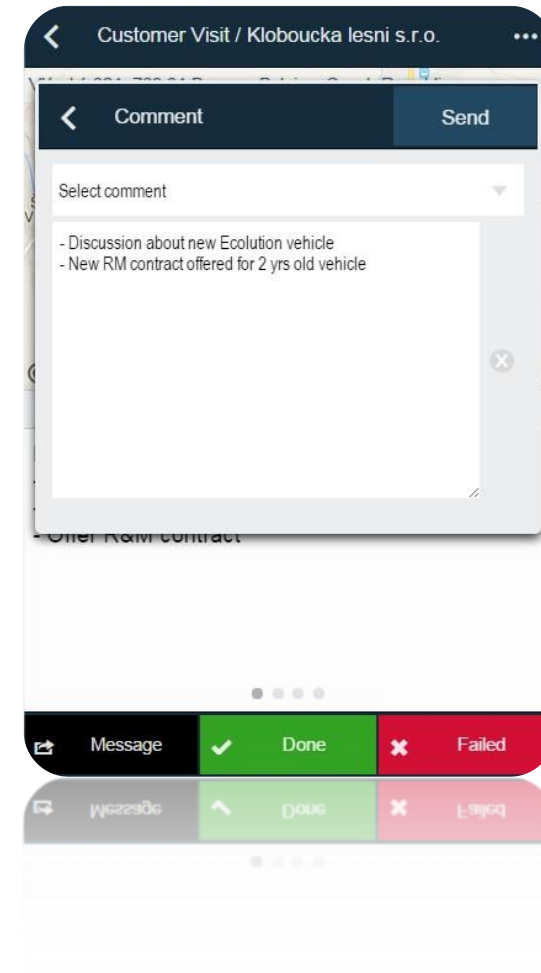
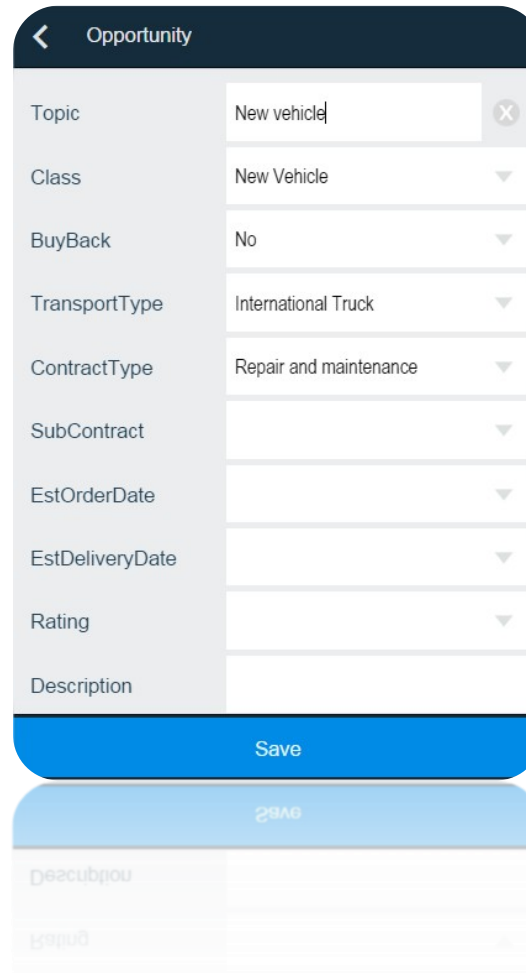
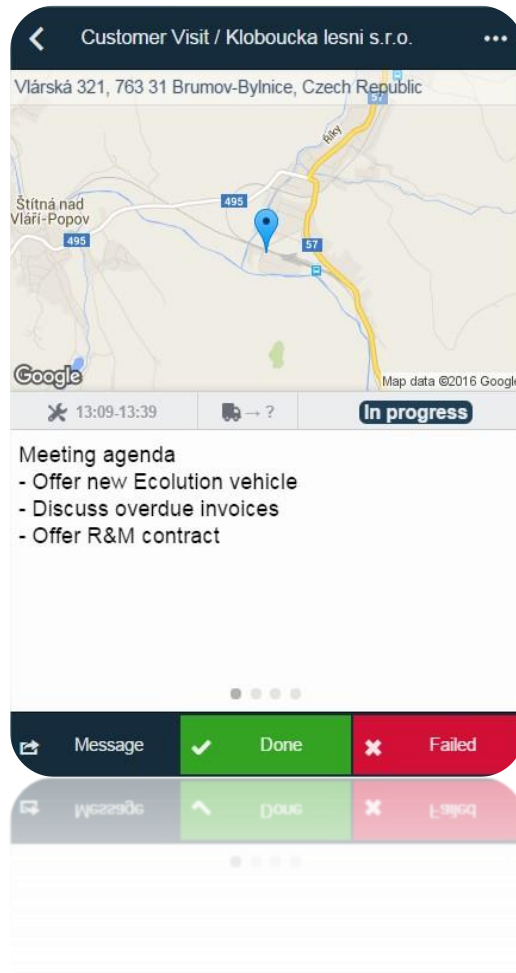
Payment history

Overdue invoices

Service contracts

Customer claims

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



# Planning the visit from field...

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  
Frýdek-Místek, Czech Republic 12:45 - 13:15

**Visit: Ladok 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 Ořechov, Czech Republic 09:00 - 09:30

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

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 Vít Lobpreis

Description

Save

Customer search

AccountName

MainPhone

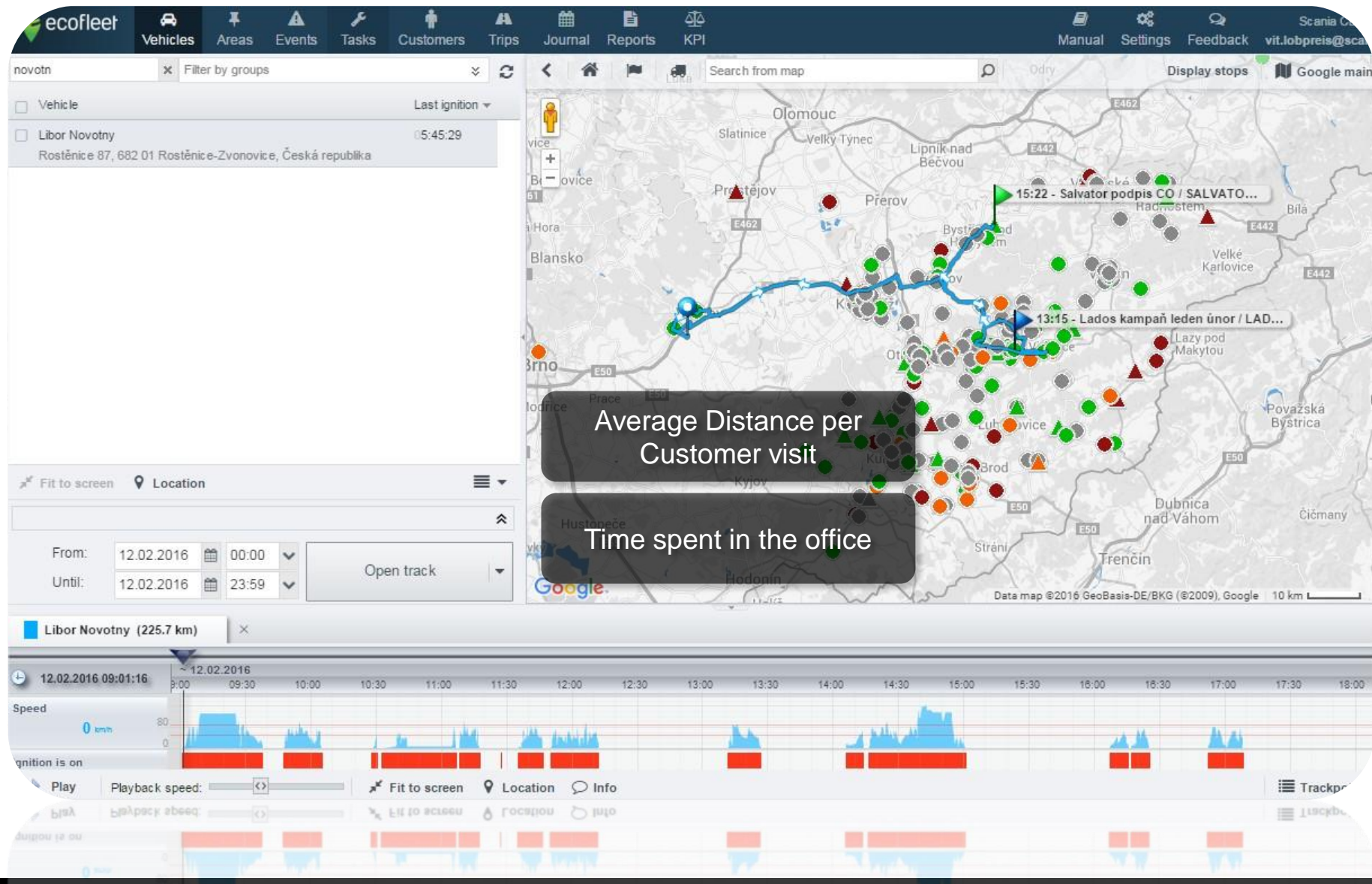
Promising 1

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

