

## Stronger field force for excellent service

### Optimised trips provide improved service

A company analysis at Kraft Foods, producer of brands such as Jacobs Krönung or Mirácoli, made clear that Kraft's sales force shouldn't be reduced but increased. This is against latest business trends. However, Kraft Foods knows about the strategic advantage in comparison to its competitors by providing individual service. The food store manager appreciates the personal support. The sales representatives inform the store managers about new products, organise sales events and sometimes even refill the store shelves.

User: **Kraft Foods GmbH & Co. KG**, with familiar food and beverage brands -- from *Kraft* and *Philadelphia*, to *Toblerone*, *Jacobs*, *Maxwell House* and *Milka*. In 1985 Kraft Inc. was acquired by the Philip Morris Inc., the world's largest consumer products company.

Task: Trip planning for 260 sales representatives who are responsible for approx. 10,000 food stores.

Solution: PTV Sales&Service, the professional tool for sales force control and optimisation, sold under the new brand name **PTV Map&Market/Premium** since October 2007.

### Sales force optimisation for extra service

An optimum and even capacity utilisation of 260 sales representatives taking care of some 10,000 food stores: Kraft Foods has to solve this complex optimisation task.

PTV Sales&Service by PTV is the professional tool which supports Kraft Foods in Bremen. The software program takes all conditions into account: Each supermarket is attended by one sales representative. This personal service strengthens and supports the business confidence. However, the sales force activities are automatically restricted due to this individual service. PTV Sales&Service plans the trips by taking all details such as visiting days and times as well as sequences and further restrictions into account.

### Sophisticated planning for first-class service

"Everything runs under the heading "trip planning" here. But it's not only a question of solving logistic

problems.", explains Dieter Lohmann, manager of Field Force Support at Kraft Foods.

The system administration stores the complete sales rep and customer data with geo-references. This means that their location can be visualised on a digital map. PTV Sales&Service also plans customer assignments which are an important feature when strategic innovations are on the agenda. The program plans the trips by taking the anticipated visiting times and duration into account. In addition, the trip sequence for each working day is exactly scheduled.



„Trip planning with the software we had used before often did not make sense when we took a look at the map.", remembers Lohmann. "Algorithms from PTV Sales&Service provide excellent results. And if a modified planning is necessary, we can manually edit the trip."