

Is your business  
fast moving?



# The challenge

Its best-of-breed functionality manages all materials handling and inventory control, from before receipt to beyond delivery. iNTOUCH™ has been developed by logistics professionals. It supports best practice methods in warehouse operations and is easily configured to meet specific operational requirements.

In distribution, many people fail to understand that it needs to be customer-centric rather than just an afterthought to your production and sales systems. That's why distribution systems that mirror traditional distribution processes just can't deliver.

Let's face it – distribution isn't static, so why should your systems be. Your needs evolve. New technologies emerge. The complexities develop.

That's why you need systems that not only tie together all parts of your business, but also give you the flexibility to try new things in the distribution arm of your business, to succeed.

As shorthand, we call this Business Mobility – the ability to tie together fixed and mobile parts of your organisation into a new whole. That will increase efficiency, reduce costs and deliver new opportunities.

And for your distribution operation, that means giving you the ability to capitalise quickly and effectively on

emerging opportunities, to respond in a timely manner to new customer behaviour and demand, as well as adapt profitably to new market conditions. The truth is that gaining increased visibility of your customers' buying habits delivers to you a massive opportunity to increase your revenue per sales person.

To help you face these challenges successfully, C2E has developed the iNTOUCH solution – a powerful, end-to-end solution to manage both your business and your mobile sales and delivery team, allowing you to deliver superior customer service and product availability without losing control of costs.

The truth is, distribution is increasingly a profit not a cost centre in your business. It's dynamic and your solution must be dynamic too. It needs to be able to deliver the right solutions quickly and accurately. And, of course, it needs to provide you with the right ROI.

It needs to be iNTOUCH.

# The solution

iNTOUCH manages the customer-facing part of your distribution business, covering the key elements of call scheduling.

## Call sequencing

The iNTOUCH Back-End application allows you to set up and maintain the call schedule for your reps and drivers. This basic feature allows you to increase efficiency in travel time and cost while minimising the risk of unserved customers.

iNTOUCH Back-End will manage your calls and your stocks to ensure that you deliver accurate and timely service. Management reports highlight service levels, performance versus target and exceptions, so that you can correct any situation before it affects customer service.

## Day Begin and Day Ends

iNTOUCH facilitates automatic data upload/download to and from the handheld terminals via Wi-Fi or USB making data processing easy. The event log highlights any data mismatches and the reps/drivers that have/have not been processed. The rep has the ability to record last minute load adjustments to



ensure accurate stock-on-vehicle data. Any new routes calls, customers, product and pricing information, along with messages, are automatically updated and synchronised. At the end of the day all key information such as the stock on hand, delivery status, cash-in hand, new orders and truck mileage is up-loaded from the hand held to the back-office.

## Vehicle loading and unloading

iNTOUCH provides a completely automated and full proof system for vehicle load/ unload processing and picking. The system provides warehouse personnel

and reps with pick sheet lists of all products required including committed orders to be delivered. The load/unload confirmation load/unload sheet will advise the warehouse personnel and the rep of what has been loaded and unloaded on or from the van. At the end of the day, warehouse personnel and sales reps can confirm inventory returned (access merchandise, returns, buy-backs and damaged stock etc).



### Flexible pricing and discounting

iNTOUCH provides you with the ability manage every conceivable pricing and discounting structure including unlimited customer specific prices, customer group pricing, all customer prices/offers, product quantity break pricing, discount list pricing, percentage and also pence off pricing as well as net pricing.

Then add buy/gets and multiple 'buy' and multiple 'get' promotions, mixing free, percentage off 'get' in the same promotion. These keys information is transferred to the hand held thus providing the rep with the ability to make key strategic business decision (discount/credit-limit) on the spot.

### Record every transaction

iNTOUCH allows the rep to confirm delivery quantities and make adjustments if necessary - adding items, accepting return merchandise and even re-cording any samples or free items delivered. Warehouse transfers, truck transfers and container deposits are all easily recorded. The rep can collect and record payments for COD drops, collect and record check payments and the customer (and rep) can sign on screen whereupon a proof of delivery is printed and the information is sent to the back office.

### Smart marketing and surveying

iNTOUCH front-end allows a customer to be surveyed and can capture key information about the competitor products. This information allows an enterprise to respond to competition proactively which is key to maintaining and growing in the market. User defined questions facilitates the ability to capture the information required at customer and product level. All information captured is held in the database and can be reported on easily and in any format, including XML.

### Online rep communication

iNTOUCH provides the ability to communicate in real time between back-office and van sales rep in the field. This facility affords the reps to query the back-office for specific customer enquiry.

C2E - InTouch			
Entities	Reports	Tools	Setup
		22/04/2008 07:00 AM	
Mr. John Doe	Vehicle No.: 257		
Location	<input type="text"/>	Route	<input type="text"/>
Odometer	<input type="text"/>		
City	<input type="text"/>		
State	<input type="text"/>		

# The detail

iNTOUCH has all the features that allow you to manage both your mobile sales and delivery teams effectively.

It delivers these benefits:

- Increased efficiency in travel time and cost.
- Minimised risk of unserved customers.
- Increased visibility of your customers' buying habits.
- Increased revenue per sales person.
- Back office querying in real time for customer enquiries.

## Back-end services

- Route management and planning
- Schedule management and planning
- Customer information management
- Van sales team management
- Inventory management
- Orders and sales management
- Return or buy backs management
- Security and administration
- Promotion and discount management
- Real time progress status/check of VSR during in the field
- GPS real time tracking of the fleet

- Communication with front end by using GPRS/Wi-Fi and USB reports

## Front-end

- Van inventory management
- Daily schedule management
- Order delivery
- Invoicing and mobile bill printing
- Customer information
- Day start and day end activities and processes
- New orders
- Query the back-end for available items, immediate order request and reservations, customer detail information and history
- Daily expenses
- Account receivables collections
- Daily progress and commission calculator
- Alerts
- Messaging
- Proof of delivery through digital signature and GPS co-ordinate capture
- Shelf management
- Communication with back-end with GPRS/Wi-Fi and USB



