

UNPACKING A TRUCKLOAD OF EFFICIENCY

SUMMARY

A national grocery distributor leverages Movista's retail execution platform to enhance the speed, efficiency, and visibility of their in-store work, resulting in significant time savings, productivity gains, and sales increases. Learn how they did it.

600 Field Reps | 16,000 Stores Served | 60,000 SKUs



MANAGING 600 FIELD REPS ACROSS 16,000 STORES IS NO EASY TASK, ESPECIALLY WHEN YOU LACK A PURPOSE-BUILT PLATFORM FOR RETAIL EXECUTION. RELYING ON A MIXTURE OF SYSTEMS, OUR CLIENT NEEDED TO BECOME MORE PROACTIVE AND GAIN BETTER VISIBILITY OF THEIR FIELD REPS' WORK—OUR SOFTWARE, **I'M PROUD TO SAY, MADE THESE WISHES A REALITY.**

— EVAN PATTERSON, CUSTOMER SUCCESS MANAGER



BACKGROUND

Before using Movista, a prominent wholesale food distributor relied on multiple systems and processes to manage in-store work for their various field teams, leading to reactive task completion, time inefficiencies, and a lack of performance visibility. The distributor leveraged Movista's all-in-one platform to centrally manage their in-store work and unlock new levels of efficiency and quality.

GOALS & STRATEGY

The distributor—always striving to improve—wanted to achieve more proactive, efficient, and measurable work, a challenging task due to the large size of their operations and the high churn of grocery products. Recognizing that a hodgepodge of systems and processes was holding them back, they sought a centralized platform that would streamline and track the in-store work of their 600 field reps.

Movista tailored our mobile retail execution and workforce management platform to meet the distributor's unique needs. We consolidated previously scattered systems such as task assignments, shelf-image sharing, labor scheduling, communications, and more into one convenient location for all members of their organization, with varying levels of access based on roles, plus the ability to complete work offline.

OUTCOME

After equipping their field reps with Movista's mobile app, the distributor gained real-time visibility of their field teams' work. With built-in GPS tracking, leadership teams could see where their field reps were, what work they completed, and when they clocked in and out of stores, all through a comprehensive dashboard. In addition, field reps could effortlessly review and complete tasks, submit proof of performance, and communicate internally through a single, purpose-built mobile app, removing the need for cumbersome text-messages and emails.

Thanks to this system consolidation and enhanced field visibility, the distributor was able to better identify growth opportunities, such as underperforming reps and schedule inefficiencies, and could more easily execute sales campaigns. They improved their field teams' time-in-store by five percentage points—equating to an estimated savings of 60,000 hours and a productivity gain of \$1.3 million—and leveraged our mPlan module to keep field reps accountable and on target—leading to an additional \$5.95 million in product upsells.

PRODUCT USE

SCHEDULING

TASK MANAGEMENT

MILEAGE + TIME TRACKING

CUSTOM REPORTING

MPLANS

RESULTS

5% INCREASE

in time-in-store

60K HOURS

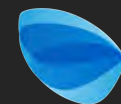
saved

\$1.3 MILLION

in productivity gains

\$5.9 MILLION

in product upsells



MOVISTA

Movista is a global, cloud-based retail execution and workforce management solution provider that is transforming the future of work in retail.

For more information, visit www.movista.com.

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