

the mind of movement

TRIP OPTIMISATION WITH EXTRA SERVICE

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Dieter Lohmann, Manager of Sales Administration, Kraft Foods Deutschland GmbH



THE TASK

Not less, but more sales personnel in the field - that was the outcome of an analysis by Kraft Foods, producer of branded products such as Jacobs Krönung or Mirácoli.

And this goes against the general trend. Kraft Foods believes that they have a strategic competitive edge with regard to the service provided by their field force and they have decided to focus on visiting store managers, who greatly appreciate this service. The regional managers inform store managers about new products, organise sales promotions and sometimes personally put the products on the shelves. The goods are partly delivered directly to the stores, partly indirectly to the warehouses.

To maintain the high quality standards of its sales force, Kraft Foods is faced with a complex optimisation task - to optimally

utilise the capacity of 202 regional managers in order to provide service to 8,500 stores.

THE SOLUTION

The PTV geomanagement software, PTV Map&Market premium, supports the Bremen-based company. It has been specifically developed to manage and optimise sales forces. The software supports all planning activities - ranging from the definition of sales territories through to detailed and accurate weekly or daily resource planning. The program includes all relevant factors in the planning, such as the visiting days and times for each store, working times of the regional managers, specific customer dates (holiday close-downs) or the maximum travel distance. At Kraft Foods there are additional constraints - each store is

assigned to a specific regional manager. This boosts and maintains customer confidence. However, it also automatically limits the sphere of action of each regional manager. "Besides," explains Dieter Lohmann, Manager of Sales Information at Kraft Foods, "there are also strategic considerations - for instance, which stores I pay what amount of attention to. With PTV Map&Market premium, we can also take into account strategic trip planning."



Kraft Foods Deutschland GmbH stands for brands such as Milka, Jacobs, Miracle Whip, Philadelphia, Oreo, Tassimo or Toblerone and, as part of Kraft Foods Inc., is the world's second biggest food producer. Since its merger with Nabisco (2001) and Cadbury (2010), the company has been the world's number one manufacturer of confectionary and biscuits.

THE RESULT

"Although we call it trip planning, it encompasses much more than logistics issues," stresses Lohmann. All of the master data concerning the regional managers and the customers are stored in the program's administration with georeferences, so that they can be displayed on a digital map. Customer allocation can also be planned with PTV Map&Market premium, which is particularly important for strategic refocusing.

The program plans the trips taking into account fixed times and durations of visits, exactly determining the sequence of visits for each day of the week. "The previous software we worked with often generated plans that made no sense at all once we looked at a map," recalls Lohmann. "The PTV Map&Market premium algorithms deliver much better results. And when our experience tells us that we need to change the planning, we can edit the trips manually."