

Can you boost sales force efficiency and customer satisfaction at the same time?

Unlock the power of location with the
field force management software

[PTV Map&Market.](#)

PTV Map&Market at a glance

- ▶ Find ideal locations for stores, warehouses and depots
- ▶ Ensure balanced and geographically compact sales territories
- ▶ Automate and optimise scheduling and route planning
- ▶ Stay flexible on the go and improve operational efficiency thanks to a user-friendly mobile app

On average, our users save at least 10 hours of planning and driving time per employee and month - time they can spend with their customers.

For more information please visit: ptv.to/mapandmarket

A man in a light-colored suit and striped tie is sitting in the driver's seat of a car. He is looking down at a tablet computer he is holding in his hands. The background is slightly blurred, showing the interior of the car and some greenery outside.

“Thanks to the new sales territory structure, we were able to significantly reduce our fluctuation rate and retain our field staff much longer.”

Gökhan Kizilay, Berner Trading

About P&G Prestige Products GmbH

P&G The P&G subsidiary Prestige Products GmbH restructured their sales territories with PTV Map&Market to ensure an evenly distributed workload among account managers, reduce driving times and free up more time for qualified customer care.

Discover how other customers use PTV Map&Market:



plans weekly schedules, making sure all customers receive excellent support.



plans recyclables collection, saving fourteen business days per year.



optimised sales territories worldwide, which resulted in increased visiting times with customers.



Less time on the road,
less time in the office,
more time with
your customer.



Functions

Field Force Planning

Automate and optimise your field force management at the push of a button - regardless of the size of your team or your customer base. PTV Map&Market creates optimal weekly and daily schedules and driving routes to boost field force efficiency and customer satisfaction.

Territory Optimisation

New customers, changed visit frequencies, additional sales representatives - the structure of your sales territories and field workforce is constantly changing. PTV Map&Market allows you to evaluate and optimise your sales territories to achieve an even workload of all field employees and shorter travelling distances.

Strategic Location Planning

Deciding where to open a new location is of great strategic importance. The wrong decision can waste resources and lead to inefficiencies in your supply chain. PTV Map&Market provides the data and analytics needed to make well-informed decisions and gives you planning security for costly investments.

Geographical Market Analysis

Carry out geographical market analyses and visualise customer data as well as purchasing power data on digital maps. Identify A, B and C customers and recognise high-turnover territories and untapped sales opportunities easily. Derive insights for your marketing strategy and communication planning.

Benefits



Boost efficiency.

10 hours more for your customers - every month and per field force employee: PTV Map&Market saves planning and travel time and reduces costs.



Create fair territories.

Increase the motivation of your sales and service staff by ensuring an evenly balanced, fair and transparent division of areas and workload.



Consider restrictions.

All restrictions accounted for - without hassle. PTV Map&Market automatically considers all relevant factors, such as visit frequencies, working and opening hours.



Stay flexible on the go.

With PTV Map&Market and its field force app 25h, your field employees can react to last-minute schedule changes and accommodate customer visits at short notice.



Plan with detailed maps.

Create optimal stop sequences and routes for your delivery staff and service personnel. Plan with highly detailed maps with information down to the level of house numbers.

About PTV Group

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognised as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management.

Thus cities, companies and people save time and money, enhance road safety and minimise the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.

40,000

tons of CO₂
saved daily

Up to
17%

cost savings with our
route optimisation
technology

Customers in

120

countries rely on
our solutions

PTV Group

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