

COMPANY : A leading pharma company in the Ayurvedic space

PRODUCT : Workforce Tracking Solutions

HIGHLIGHT : Increased workforce productivity through data-driven route planning



Our customer is one of the fastest growing names in the pharmaceutical space, catering to a wide range of therapeutic segments with quality and affordable Ayurvedic, generic allopathic medicines, consumer and food products along with herbal cosmetics.

What started as a small Ayurvedic unit in 1988 has now emerged as an organised player in the field of healthcare with 2 state-of-the-art manufacturing units in India, with GMP (Good Manufacturing Practices) certifications.

With its unstinted approach to quality, the company has earned goodwill from doctors, distributors, retailers and above all, end customers. With strong expertise in the pharma sector, the company now has completed over 25 years, and is looking forward to crossing more milestones and establish itself as a name to be reckoned with.

The Requirement

The customer has over 10 medical representatives (MRs) across south India. These MR's visit doctors, retailers and distributors across the region to market new products, take fresh orders and collect payments.

They use in-house applications integrated with their existing ERP for carrying out their day to day tasks. The managers perform their daily tasks directly from their portable devices.

Once the MRs were on the field, there was hardly any visibility as there was no workforce tracking solution adopted earlier. To address this challenge, they approached us for a solution where they could keep a tab on the productivity of their resources, while at the same time keeping operational costs low and ensuring that the MRs spent more time with the doctors/ distributors and not on the road.

The Challenge

The challenges identified were as follows:

1. Real-time tracking of the workforce
2. Centralised portal for reports and analysis



Solution

The Tata Tele workforce tracking solution works on cell ID tracking. The technology utilises our network infrastructure and identifies the location of the device basis updates from the Base Transceiver Station (BTS). The customer uses the backend portal to view the movement in the field on a map, and the whole solution is hosted on the cloud, ensuring significant savings on IT infrastructure costs.



Benefits

Following this deployment, the customer now has complete visibility over their field force. They are able to plan a daily route for individual MRs and hence track their productivity, while also managing to keep the operational costs low.

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