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.

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.