The client is an online education portal that provides interactive study material for students of class 1st to 12th for CBSE, ICSE, Maharashtra (MSBSHSE), Karnataka (KSEEB) Kerala (SCERT) and Tamil Nadu boards. The client is replete with elaborate live classes, multimedia tutorials, interactive exercises, practice tests and expert help.

The company provides free NCERT solutions, subject-wise synopses and chapter-wise revision notes for a thorough understanding of concepts, right from a basic to an advanced level of difficulty. Its products are carefully designed to ensure maximum learning through proven techniques such as conceptual videos, adaptive learning and collaborative learning methods.

In addition to curriculum aligned study material, it has an extensive personality development section that helps students identify and enhance their soft skills for holistic development.

The client has a large field force of about 500 sales executives across India who are equipped with expensive gadgets like laptops, smartphones etc. Their job is to visit remote rural places, educate school and college authorities and students about their online education solution by showing presentations and taking them through the portal. It is difficult to keep track of such a large field force spread across the country and to make sure they are performing their allotted tasks. Hence due to lack of visibility, the company felt that its business was getting affected.

Tata Tele Business Services offered a unique hybrid tracking solution which consists of both GSM as well as GPS-based tracking. GPS being the primary source of tracking, provides accurate field force location within a 10m range and in the absence of the GPS, feed tracking switches automatically to the GSM cell ID tracking. The process provides continuous tracking which can be viewed in a single backend portal.

Successful POC was conducted with the client’s staff for 2 months and all the queries were answered. Following which, they placed an order of 150 WFT GPS licenses, to begin with. These licenses will be scaled to 350 in the next six months.
Benefits

- Real-time tracking of the workforce is increasing its accountability and productivity
- The secured and user-friendly web and mobile interfaces are helping the workforce to access information easily
- Route tracking and route replay features are helping the company to manage the workforce better