

# FIELD SALES AND SERVICE MAPPING TOOL

Optimize the team's time in the field!

## At a glance

Sales & service teams utilized a mapping tool to efficiently segment territories, optimize travel routes, and visualize customer distribution geographically for strategic planning. This tool facilitated the intelligent allocation of resources, enhanced collaboration, and integrated with CRM systems for a comprehensive view of market trends and regional sales performance. Ultimately, leading to improved customer engagement and increased sales effectiveness.

## Key metrics

By providing new reps with optimized routes and access to comprehensive customer data, the tool significantly reduced their ramp-up time, while its targeted analytics facilitated the strategic targeting and successful re-engagement of previously dormant accounts.



**30% LESS**  
ramp time



**25% +**  
win back accounts

## OPIBILITY



Operations Optimized



[www.opibility.com](http://www.opibility.com)



Indianapolis, IN

## CHALLENGES



A manufacturing company was looking to increase the productivity of its field sales and service teams. By optimizing routes, visualizing territories, and overlaying customer data onto maps, the tool improved efficiency, enhanced territory management, and provided valuable insights into customer demographics and preferences. Additionally, it enhanced customer service and support through optimized service routes and schedules.

## SOLUTIONS



**Mapsly  
Software**



**Account & Contact  
Segmentation**



**Zoho  
CRM**

## BENEFITS



### Sales Rep & Service Productivity

1

By utilizing the tool, sales and service reps efficiently planned their routes to minimize travel time between customer visits. This optimization allowed them to spend more time engaging with prospects and existing clients.

2

### Real-Time Data Access for Informed Decision-Making

The tool provided real-time access to customer data, sales history, and product information while representatives are in the field. This enabled them to make informed decisions on the spot leading to higher conversion rates and increased revenue per transaction.

3

### Enhanced Customer Service and Satisfaction

Reps provided better service by promptly addressing inquiries, resolving issues, and fulfilling orders during face-to-face interactions. By delivering exceptional experiences, stronger relationships with customers were fostered, leading to repeat business, referrals, and ultimately, higher revenue streams.