



CUSTOMER TESTIMONIAL : CPM

Market : Merchandising campaigns
 Use : Route optimisation
 Product : TourSolver for MapInfo



An interview with M. Gonzague HUYBRECHTS, Mobile Applications manager and M. Marc COOREMAN, Information technologies and Communication manager

THE COMPANY

CPM International, subsidiary of Omnicom, is the european leader of field marketing operations
 CPM provide 7 key services :

- Sales Teams
- Merchandising
- Auditing and mystery shopping
- Sampling and demonstrating
- Events
- Customer Care
- Consulting



THE NEED

With more than 2000 sales people in Benelux, CPM Belgique was looking for a solution to plan the routes of the sales force, sometime on several week periods.

Goals:

- reduce the driven distance,
- reduce the travel time for better efficiency and profitability,
- warranty a better quality control of services provided to the customers,
- compare the introduction ratio with the number of sales visits in each zone,
- divide into sectors based on specific constraints and parameters,
- visualize the geographical sectors calculated by TourSolver in order to organize future sales campaigns.



THE RESULTS

Significant cost reduction. «We used TourSolver to schedule the routes of 60 sales persons during a demonstration operation in points of sales over 40 weeks. The results are surprising. TourSolver helped us to reduce by more than 25% the driven distance.

Reducing by 30 kilometers the weekly trip of each sales person, we made a saving of 72.000 Km. This represents 15.000 € for this entire campaign.



THE INTERESTS OF THE SOLUTION IMPLEMENTED

Essential constraints. « The use of TourSolver constraints like customers time windows, helped us to better manage our ressources».

More than just savings ... « Now that we improved the routes scheduling process quality thanks to TourSolver, our goal is to reduce the duration of each campaign, to provide better time to market to our customers. This will also allow us to increase the number of campaigns without growing the number of ressources»



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