

ROUTE MASTER

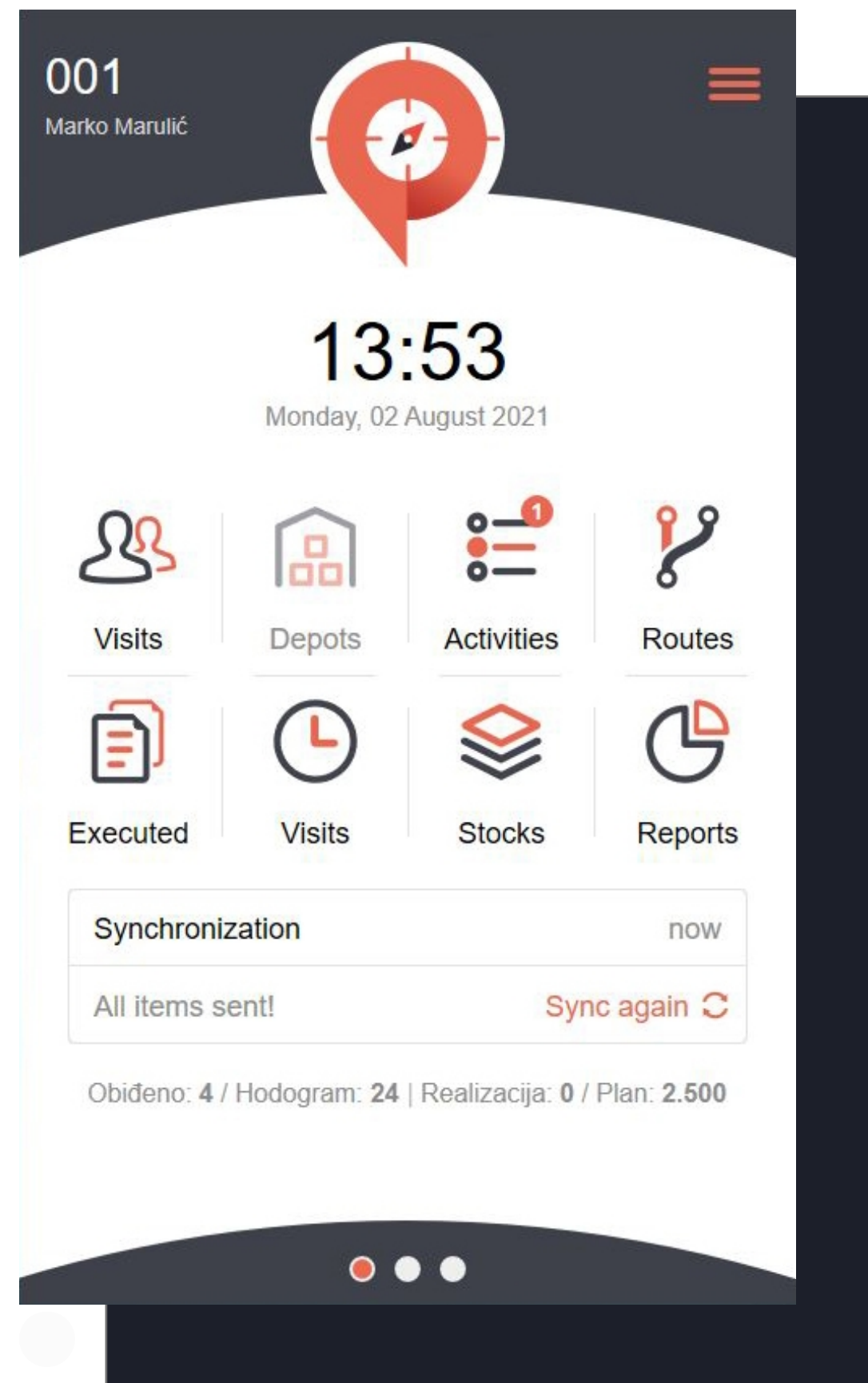
Field sales support system

Route Master

Route Master application features:

- Customers, customer relations (CRM), sales history, customer card
- Customer orders, invoicing, return orders
- Categorization of customers and adjustment of the sales range by category
- Digital signature of the customer on the order and photographing the shelf / equipment
- Review stock status at all times
- Customizable marketing questionnaires, surveys, market analysis and competition
- Records and monitoring of POS equipment and materials
- Monitoring and increasing the efficiency of sales representatives
- Sending messages and assignments to sales representatives in the field
- Geographic position recordings - GPS
- Suggested orders
- Automate order entry using OCR
- Recognize shelf images with AI

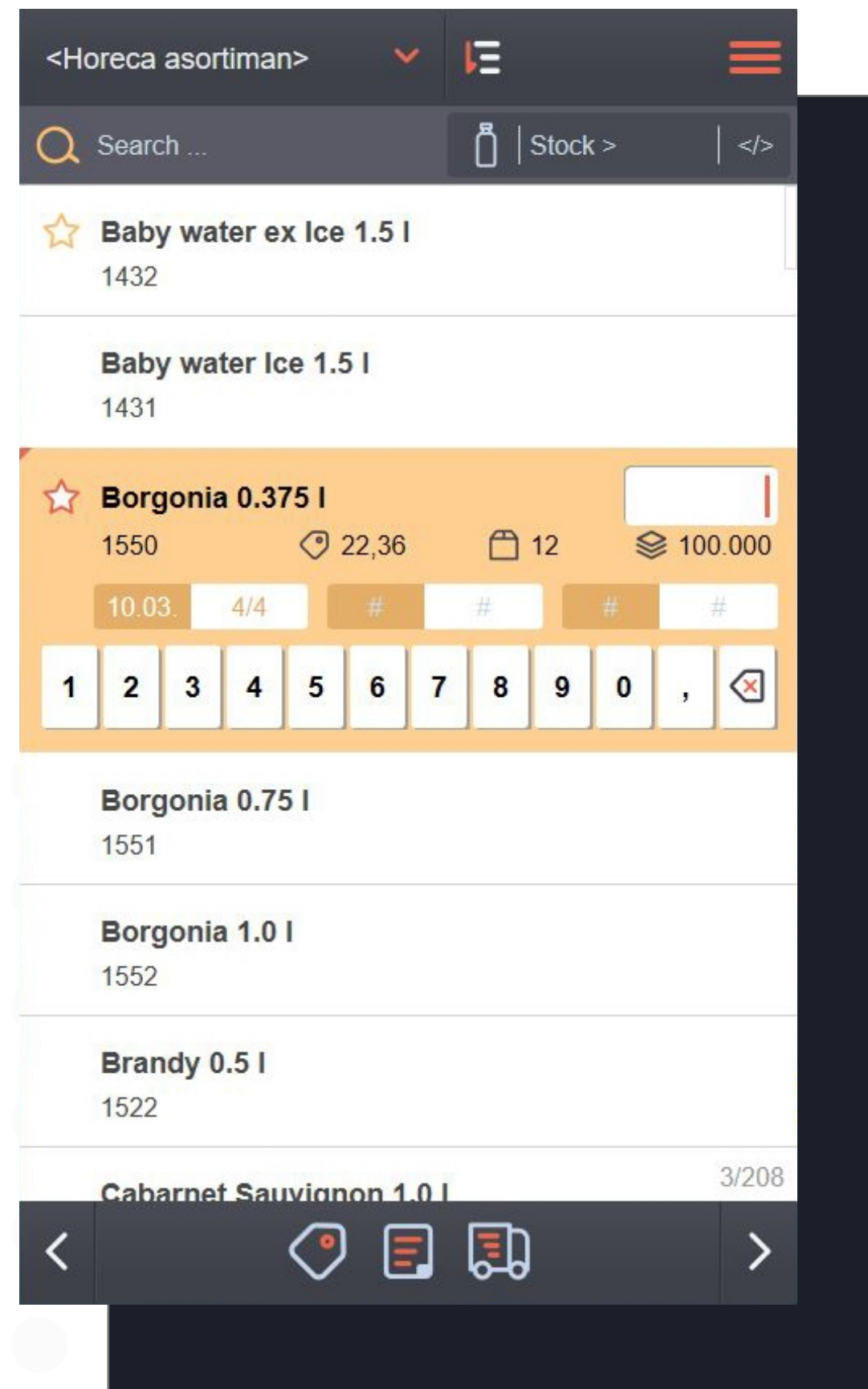
Route Master



The Route Master system allows you to save on the job of entering customer orders, because the order you entered by the sales representative at the point of sale is directly forwarded to the business information company system, without the need to hire additional staff to enter / transcribe the order delivered by fax or on paper. The number of erroneous orders and thus the number is further reduced wrong deliveries, resulting in improved customer relationships while shrinking the cost of eventual returns of incorrectly delivered goods.

The system improves customer relations because it provides sales representatives with quality insight in all customer information while at the point of sale. Accurate debt status information and regularity of payment, on undelivered orders, on the distribution index for top products at the point of sale, on the return index, on the history of sales, on the contracted assortments goods and shares on the shelf, on promotions, etc., allow the sales representative to with arguing with the customer, making the most optimal order, offering an addition to the range or just in case that there is a disputed debt or unfulfilled obligation of the buyer, that dispute is resolved quickly and on the spot.

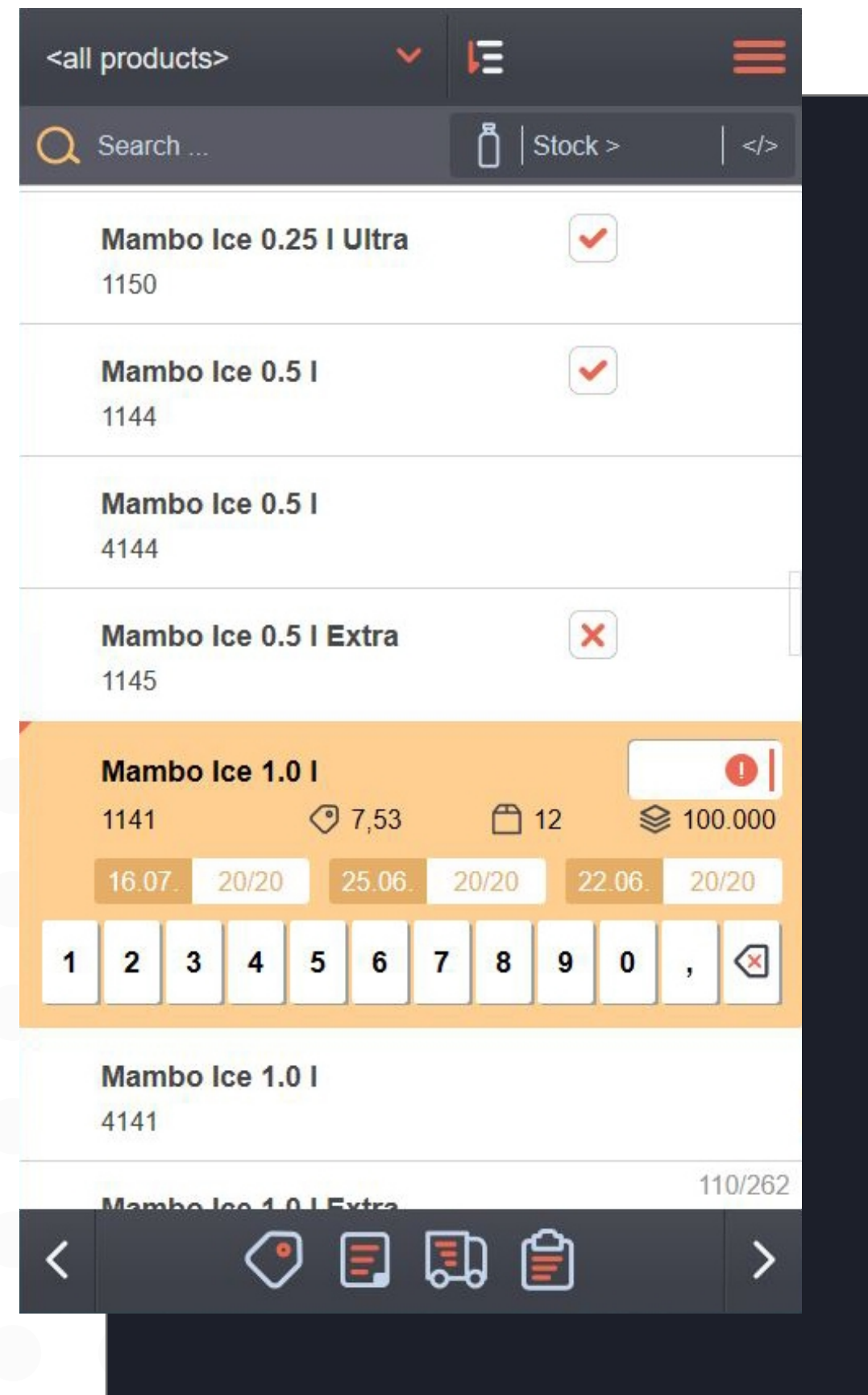
Route Master



The system increases the productivity of sales representatives by eliminating the time required to search information by phone, to browse paper, travel to the office for up-to-date information about customers and sales activities. Additionally, by monitoring the work of sales representatives through the system, work efficiency is increased, so that sales managers can monitor work on time warn field workers of idleness or inefficiency.

The system enables sales promotion using a customizable customer survey system by which data on customers, contractual obligations and customer needs, positioning can be collected own products, promotional activities and product positioning of competitors, market shares and trends, etc. Data collected in this way, give management significant business information needed to make quality business decisions.

Route Master



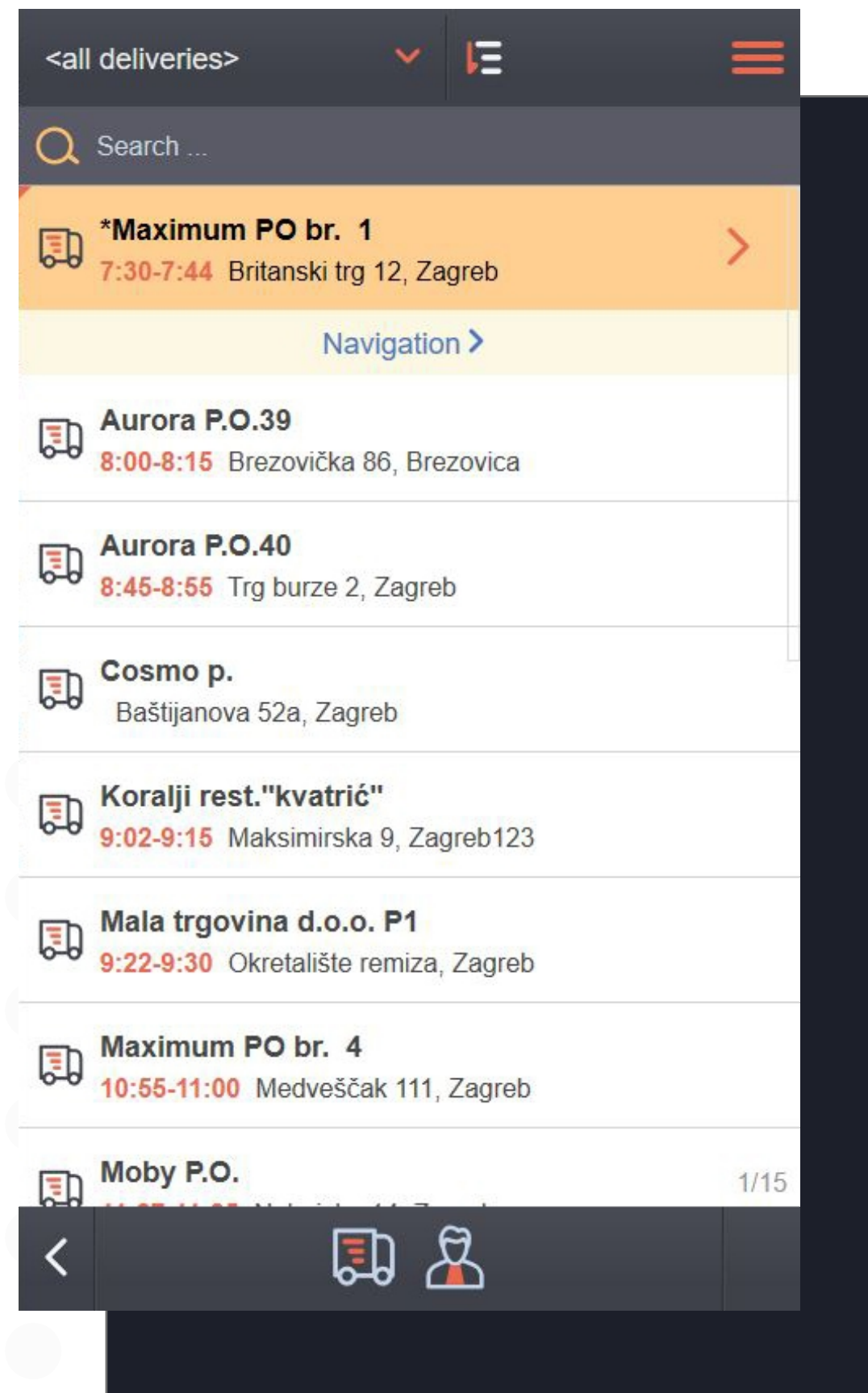
The system creates savings on POS equipment in charge of customers

(refrigerators, showcases, service appliances, ...) or on promotional materials (umbrellas, counters, glasses, chairs, shelves, ...) in a way that the system is water all records by type of equipment and place of debit / debt / servicing. By arranging the records he achieves is also a better relationship with customers, which ultimately boosts sales.

The system applied in direct / outpatient sales enables inventory optimization goods on delivery vehicles. Insight into the exact state of the stock enables the maintenance of optimal stocks of the delivery vehicle, and thus eliminates the long standing in stock of those goods that do not sell well.

The system applied in the computerized receipt of goods (POD) enables the traceability of goods to the place of delivery using barcode and RFID technology, in a way to the delivery point the customer records the LOT or SSCC codes of the goods (Proof Of Delivery).

Route Master



Customers, quality information in the palm of your hand

For each customer, the sales representative has the possibility of insight into debts (by days of maturity), open items, total turnover (elaborated by product brand), sales history for each sold item, distribution indices, return index, undelivered orders, etc.

By categorizing customers by an unlimited and arbitrary number of criteria (eg by sales channel, according to the square footage of the space, according to the volume of traffic, according to the type, according to the format, etc.), through the system additionally enables better analysis of customers and markets, as well as improving sales by targeting certain assortment of goods to certain categories of customers, which greatly helps the sales representative of the company with a large product catalog to concentrate for each customer on only the part of the catalog that is can realistically sell to a certain category of customers. Assortment preparation and editing, as well as assignment according to categorization, sales managers work and thus can manage sales, targeting certain ones products to specific customers.

Route Master

CUSTOMER

Address

Radnička cesta 210

City

10000 Zagreb

TaxID

3225674

FINANCIAL SUMMARY

refresh

Credit lim.:

12 days

Pay.insurance:

#

Balance:

3.454.048,06 EUR

Overdue:

1.447.989,40 EUR

Open items:

#

PROŠIRENI PODACI

Promet:

321.401,45 HRK

Potencijal1:

12,00 HRK

Change

Obiđeno: 4 / Hodogram: 24

Realizacija: 0 / Plan: 2.500

Potential / indirect buyers

In the system, it is possible to keep records of indirect customers who do not have a contract and are not registered with the central enterprise information system. Most often, these are potential buyers for whom they can register significant information on purchasing potential, the presence of competition, etc., with the aim of undertaking appropriate steps in the sales process, in order to win over the buyer.

The second case is indirect customers, who already procure goods from the company's portfolio, but indirectly through others sales channels and in that case it is important to keep records on the positioning of own products, assortment occupancy, promotions, POS materials, as well as various types investing in product promotion with the customer.

Route Master

The screenshot displays the 'Containers' section of the Route Master application. It features a search bar at the top, followed by a list of container items. Each item includes a name, dimensions, and a quantity. The 'Nosiljka (24x0,33l)' item is highlighted in orange and has a '+', '-', and 'x' button set next to it. The bottom of the screen shows a navigation bar with icons for back, home, and forward, along with a page indicator '3/4'.

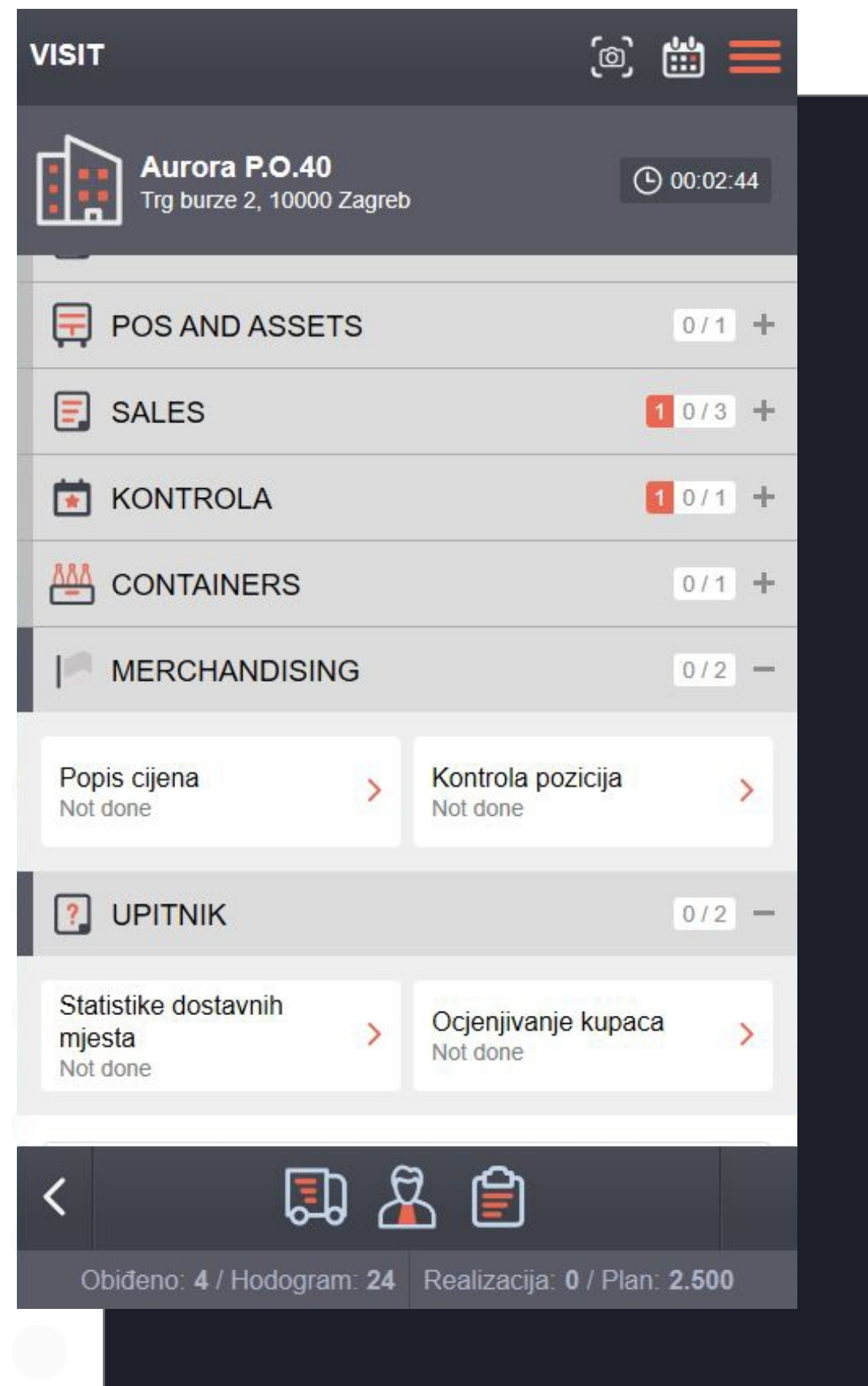
Container Name	Dimensions	Quantity
Gajba za pivo	20*0,5l	2
Pivo boca	0,5	40
Gajba za pivo	24*0,33l	1
Pivo boca	0,33	24
Nosiljka	24x0,33l	1
Sok boca	0,33l	24
Nosiljka	6x1l	1
Sok boca	1l	

Sales promotion

With a flexible system of survey questionnaires and forms, the system provides virtually unlimited possibilities recording various data on the customer and activities with the customer. Questionnaires are created by facilitators sales (and / or marketing) according to the needs of the company. Questionnaires can be permanent or temporary (campaigns), depending on the default duration. Furthermore, questionnaires may be limited to some specific ones categories of customers ill to a customer or even to a single point of sale. The second case is indirect customers, who already procure goods from the company's portfolio, but indirectly through other sales channels and in that case it is important to keep records on the positioning of their own products, the fullness of the range, promotional promotions, POS materials, as well as various types of investments in product promotion with the customer.

Some of the most common examples of questionnaires are: monitoring of competition activities (positioning within the space, shelf positioning, shelf occupancy in% per brand or item, facing, MP price on the shelf, promotions, shares, etc.), monitoring the positioning of own goods (facing, occupancy in%, MP prices, stock out balances on the shelf, etc.), monitoring their own relationships with the customer (agreed / agreed positions, promotional material and its positioning, monitoring the course of promotional actions, condition of refrigerators / racks / shelves (photo), etc.).

Route Master

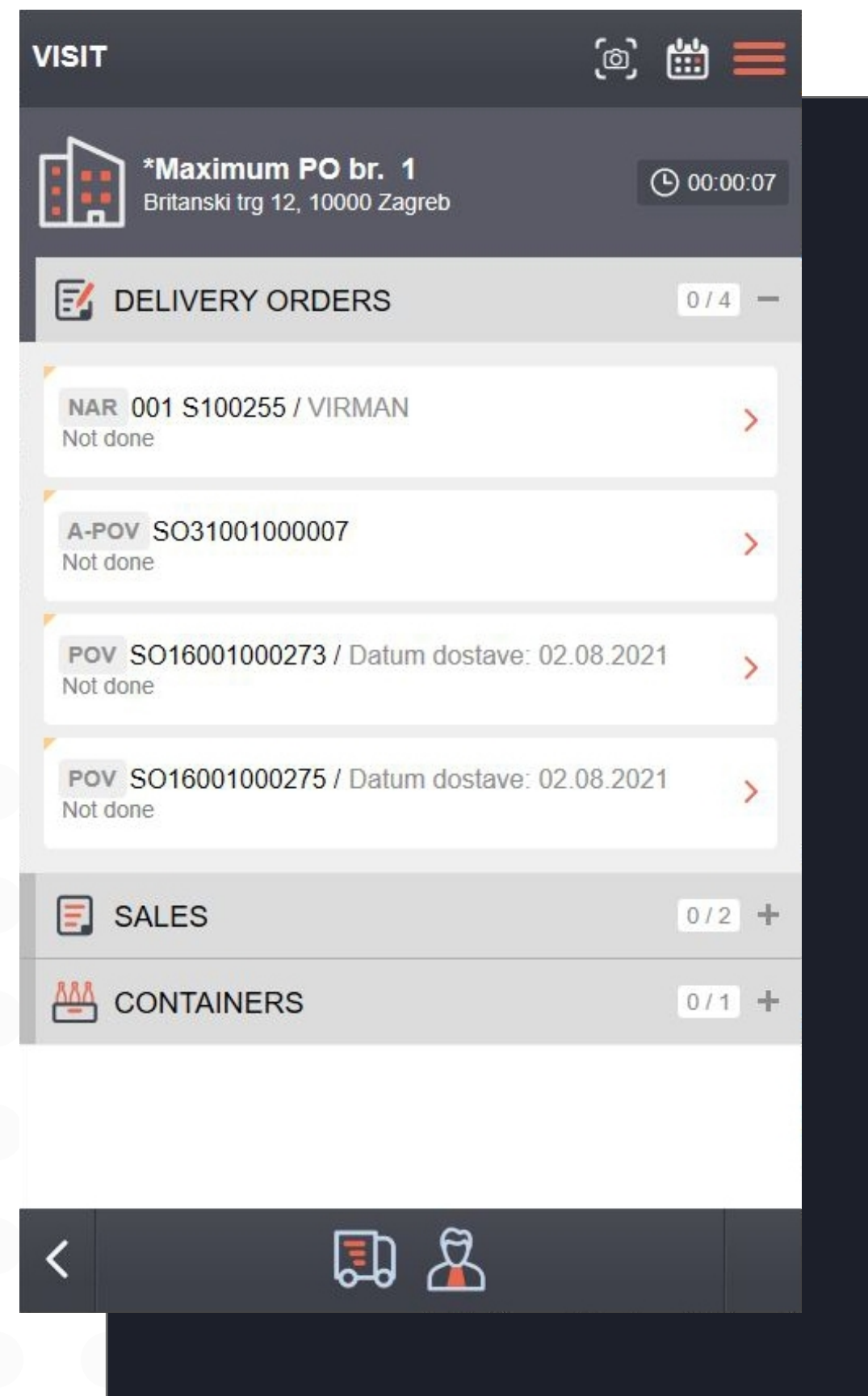


Sales, customer orders, invoices, refunds ...

The system contains for everyone all sales data on items: price lists, tax rates, barcodes, LOT numbers etc. Commercial conditions: rebates and discounts by goods / groups of goods or customer / groups of customers, tax groups, means of payment, terms of payment, etc. Items can be searched by code, name or barcode. In case of that the device has a barcode reader is enabled to scan most standard barcode technologies.

The sales representative, depending on the assigned profile in the system, can take the customer order, create and print an invoice (if it has a portable printer), make a return order, (correct i) confirm prepared invoice (POD), record the condition of POS equipment and materials, photograph the condition shelves / equipment, fill in the given questionnaires, etc.

Route Master



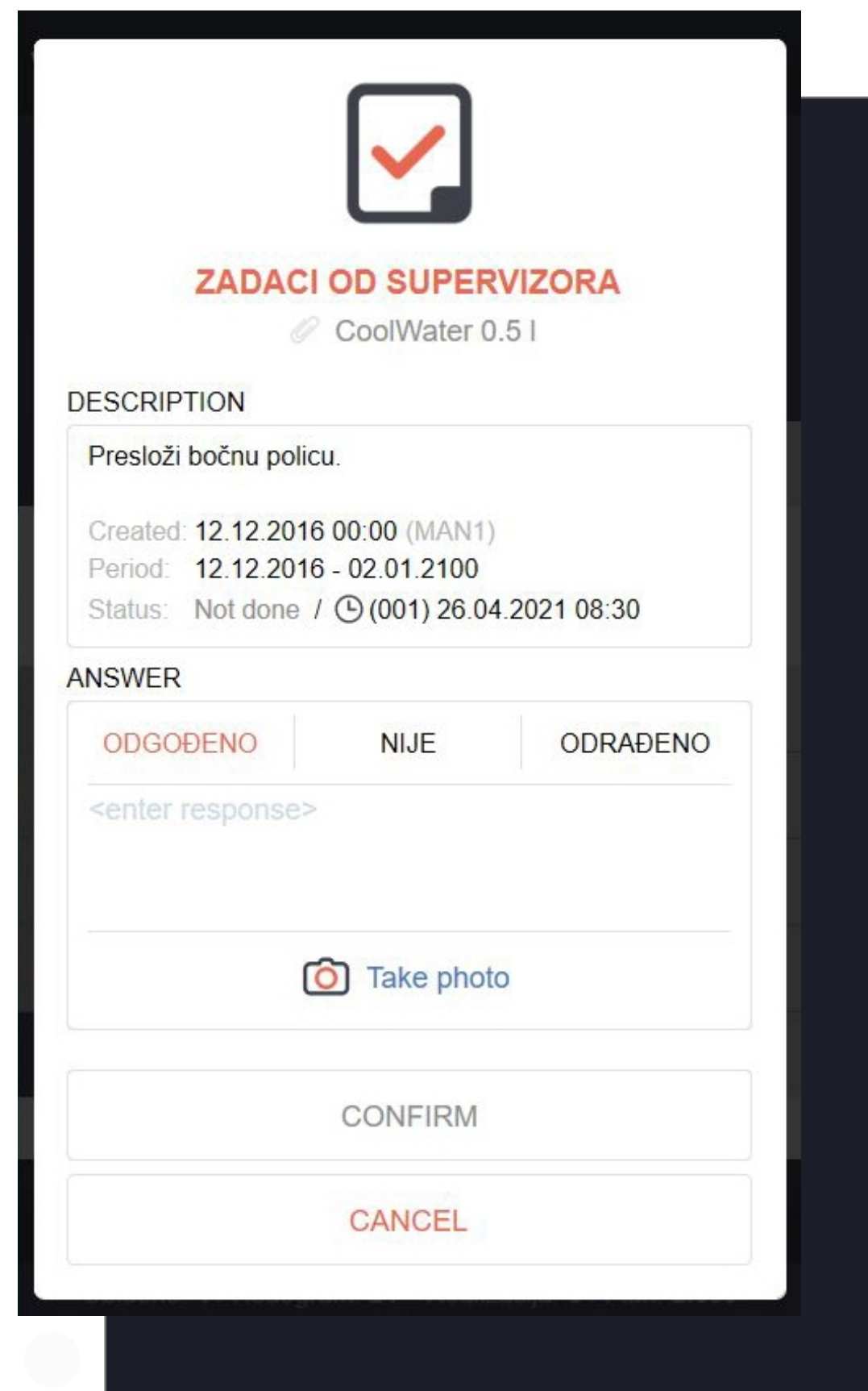
Proof of delivery - POD

If the goods are delivered and the delivery is confirmed, the courier corrects the prepared quantities on the delivery note, and it is possible to sell additional goods on the same invoice, if there is a surplus of goods. Driver-salesman the representative may also issue an invoice at the delivery point. With this mode, there is a possibility barcode readings of LOT and SSCC codes for tracking the traceability of goods.

POS equipment and materials

The sales representative can record the condition and quantity of POS equipment at the point of sale and materials. If it is valuable POS equipment (refrigerators, coffee machines, taps, etc.), there is a possibility of mandatory entry of inventory / serial numbers of individual equipment with the use of a barcode reader, if the equipment is marked in an appropriate way, and for other POS materials only the quantity balance can be recorded.

Route Master



The screenshot displays a mobile application interface for 'Route Master'. At the top, there is a red checkmark icon in a square. Below it, the title 'ZADACI OD SUPERVIZORA' is shown in red, followed by 'CoolWater 0.5 l' in a smaller font. The 'DESCRIPTION' section contains the text 'Presloži bočnu policu.' and metadata: 'Created: 12.12.2016 00:00 (MAN1)', 'Period: 12.12.2016 - 02.01.2100', and 'Status: Not done / ⌚ (001) 26.04.2021 08:30'. The 'ANSWER' section features three buttons: 'ODGOĐENO' (highlighted in red), 'NIJE', and 'ODRAĐENO'. Below these is a text input field with a placeholder '<enter response>'. A 'Take photo' button with a camera icon is positioned below the input field. At the bottom, there are two large buttons: 'CONFIRM' and 'CANCEL' (highlighted in red).

Monitoring the effectiveness of sales representatives

In the backoffice application, you can monitor the productivity of sales representatives in a way that can be seen in detail data on all customer visits with start and end processing times for each visit and in total for the whole day. If the mandatory GPS coordinate recording option is applied, it can be controlled and the actual presence of a sales representative at the point of sale (or the order is made by telephone). If the mileage option is enabled, the efficiency per mileage can also be monitored indebted vehicle. The sales representative, depending on the assigned profile in the system, can take over customer order, create and print an invoice (if it has a portable printer), create a return order, (correct i) confirm the prepared invoice (POD), record the condition of POS equipment and materials, photograph the condition of the shelf / equipment, fill in the given questionnaires, etc.

A system for sending messages and tasks to sales representatives

All field staff can be assigned through the system by the administrator or management tasks and send messages, which may involve an individual user or a group of users. The message can be also relate to the context of the individual point of sale that it gives, in that case to the sales representative clear instructions for a specific activity with the selected customer.