

The Effectiveness Company Field Service Solutions



“Good companies have good ideas, but great companies can implement good ideas better than anyone else.”

The Effectiveness Company’s unique Field Services use world-class implementation skills and methodologies to decisively execute the field – allowing companies to provide improved customer intimacy and service, effective sales, improved efficiency and reposting, reduced costs, and the freeing-up of managements time to concentrate on their business’ core revenue generating activities.



EFFECTIVENESS COMPANY

The Challenge

Implementation is the greatest challenge in modern day Field Services. Companies hire strategic thinkers to innovate and create great products, but often this is not supported with sufficient operational staff and capabilities to take action and implement in the field.

In addition, limited IT infrastructures and methodologies restrict the ability of companies to adapt to changing needs, and consequently, their field implementation efforts are based on low-level, basic implementation structures and processes. The result, therefore, is a half-hearted response to a critical problem.

Monitoring competitor activity, expanding breadth and range of a product's life cycle, and the deployment of competent staff and advanced IT infrastructures, are all issues confronting efficient implementation and ultimately, the execution of business strategy.

The Solution

Currently servicing thousands of outlets a year, The Effectiveness Company understands how to bridge the gap between valued strategy, and even more valued, implementation in field operations. By utilising skilled and experienced operational implementation staff, combined with business intelligence and methodologies, The Effectiveness Company not only adapts to, but executes, changing needs in your field operations.

The Effectiveness Company not only takes the strategy, knowledge and policy to the sales/service floor, but also has the ability to "bring the field to the boardroom" within 45 seconds! Through a system of data entry, scanned photographs, competitive research, and mobile commerce. The Effectiveness Company is able to present online analysis of what is actually happening in the field. In this way, reality is fed back to the strategists and executives who can then respond accordingly.

Outsourcing or insourcing Field Services has become the ultimate tool for freeing a company's resources to concentrate and focus on what they are best at. It is indispensable for companies, allowing them to improve their products and services, lower their costs, and enhance their flexibility. The Effectiveness Company's unique toolkit of IT infrastructure processes and methodologies, allows them to provide an end-to-end, total solution.

The Benefits

The focus of Effectiveness Company's Field Services is to achieve sustained service targets and to drive the sale/service of the client's products through market and service support functions. The solutions focus on results, delivery and implementation, which result in:

- Improved customer intimacy and service.
- Immediate market access and broader market penetration.
- Wider and deeper coverage with strong local relationships.
- Accurate forecasting.
- Better market intelligence culminating in increased sales.
- Risk-free exploration of new market niches.
- Improved day-to-day operations control through the streamlining of processes.
- Experienced, multifaceted, multi-skilled teams.
- Improved utilisation of resources to enhance efficiency.
- Standardised and reduced sales costs.
- Vested partner in the client's success.
- Problem resolution through Red Flag system ensures actionable results within 48 hours.

The Services

With a high level of operational excellence, The Effectiveness Company provides the following Field Services:

- Front-line support and Sales Services.
- In-Call Training.
- Technical Support.
- Merchandising - point of sale.
- Market Research.
- Compliance.
- Data Collection.
- Stock Control.
- Shelf Packing.
- Promotions.
- Key Account Management.
- Auditing and Compliance.

Through The Effectiveness Company's real-time Reporting and Red Flag systems, the client is provided with accurate information and data, instantaneously informing and alerting the client of possible issues or problems.



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