

## Mobile Field Solutions for Consumer Goods



### Superior Retail Execution and In-Store Selling

**StayinFront TouchCG®** is a powerful, role-based retail execution and selling tool that enables field teams, including merchandisers, distributors, pre-sales and van and delivery drivers, to **know more** about their customers, **do more** on every visit, and **sell more** effectively.

Reps efficiently complete tasks, verify compliance and record competitive activities. Store data and photos are uploaded to the home office, allowing management to quickly identify trends, opportunities and issues, and push out new actions to the field.

Bulky binders and static sell sheets are replaced with **StayinFront PitchBook®**, which enables reps to launch targeted, fact-based sales pitches.



#### Know More.

Better, Faster Communication

All the information reps need, from visit plans and dynamic KPIs to POS materials, store history and more.

- Identify trends, problems and opportunities quickly
- Monitor performance and set new actions in motion
- Communicate priorities and actions to improve performance and productivity



#### Do More.

Get More Done in Every Visit

Guided workflows with specific sales processes and best practices enable reps to conduct tasks efficiently.

- Capture and upload store data, photos and videos within a single application
- Analyze and correct issues faster
- Trigger alerts based on events or conditions
- Prioritize and rank stores



#### Sell More.

Data-Driven In-Store Selling

Marketing collateral, video, photos and store-level data are combined for a targeted pitch that helps drive sales.

- Show store managers how they rank in their chain or region
- Conduct “substitution scenarios” using real POS data to show revenue lift
- Quote, scan and submit perfect orders every time

## Key Features and Modules

- Guided Visit Plans
- Offline Order Entry
- In-Store Selling
- Audits and Surveys
- Full Route Accounting
- Call Planning
- Cycle Priorities
- Asset Management
- Promotions
- Opportunity Tracking
- Routes & Schedules
- Mobile KPIs and Dashboards
- Image Capture and Tagging
- Accounting History and Management
- Timesheet and Mileage Trackage
- Expense Reports
- StayinFront Digital
- Location Aware Lists
- Field Coaching Reports
- Planograms
- Augmented Reality Integration
- Dynamic Routing



Apple iOS



Microsoft Windows



Android

### Mobility Options

Touch CG is optimized to run on the latest iOS, Android and Windows mobile devices, making it easy to learn and intuitive for the user.

### Anytime, Anywhere Mobile Access

StayinFront TouchCG provides all the functionality field teams need to work and sell effectively in the field, regardless of location or internet connection.

### Innovative Selling Tools

Our innovative in-store selling tool, StayinFront PitchBook, lets field reps engage store buyers with compelling sales stories using current store-level data, analytics and multimedia

### Touch Analytics - Data Analysis Made Easy

Mobile Dashboards with KPIs provide reps with a colorful, realtime snapshot of store performance highlights areas that require immediate attention

### Retail Execution Solutions for Field Teams

StayinFront Digital's advanced digital merchandising and image recognition solutions enable your field team to capture more data points across all your products - as well as your competitors' - and extract actionable insights to drive sales performance at the SKU, brand and category levels. StayinFront Retail Data Insight provides actionable insights from analysis of retailers' POS data and other data sources, optimizing in-store activities and driving incremental sales.

