Driving Rep Performance with Timely KPIs

StayinFront TouchCG® with integrated Mobile KPIs provides a cost-effective solution to share precalculated KPI values with your team out in the field, in an easy-to-read dashboard with various visualizations. With Mobile KPIs, you’ll be able to track your field team’s performance, giving you the knowledge needed to provide them with the necessary tools and motivation to Do More, Know More and Sell More.

Mobile KPIs

Every organization would like to share the right KPIs with their reps to Do More and Sell More, but there are significant challenges to achieve this. Effective KPIs are often calculated from multiple sources, such as Invoice Sales (from an ERP system) combined with Call Rates (from StayinFront TouchCG). Additionally, KPIs must be relevant to each user’s role to effectively drive improvement.

StayinFront’s Mobile KPI solution enables Consumer Goods companies to:

- Calculate KPIs from multiple sources
- Easily share the calculated KPIs across their organization
- Automate the process of sending KPIs directly to the user
- Share team-specific, territory-specific and store-specific KPIs
- Allow managers to view their own KPIs, as well as their team’s KPIs
- View KPIs while online or offline
- Provide eye-catching visualizations with the ability to drill down for greater detail through:
  - Tiles
  - Sparklines
  - Line Charts
  - Bubble Charts
  - Bar Charts
  - Pie Charts
  - Grids
StayinFront Mobile KPI Benefits

Deliver relevant business insights:
• Daily, weekly, and monthly
• From multiple sources
• At user, territory and store level

Make data-driven decisions to:
• Facilitate decision-making
• Motivate and encourage the field force

How It Works

1. A file containing precalculated KPIs and visualization rules is used to create Mobile KPI Datasets
2. Mobile KPI Datasets can be linked to a user, territory or store
3. StayinFront TouchCG® displays the KPI Dataset on a Mobile KPI Dashboard
4. Drill-down helps identify opportunities