

“With Xora GPS TimeTrack®, overall merchandiser productivity has increased tremendously and our workers are more accountable than ever. And, now that we can accurately track mileage, we've seen a significant drop in reported miles for reimbursements. Thanks to Xora, we are now a more profitable business.”

— Joe Viens, District Sales Manager, Pearlstine Distributors



At-A-Glance

- ▶ Improved payroll accuracy by recording merchandiser's start and end times
- ▶ Accurate mileage tracking significantly reduced mileage reimbursements
- ▶ Enhanced customer service by gaining visibility into merchandiser locations

Background

Pearlstine Distributors Inc.®, an Anheuser-Busch® wholesaler, serves nearly 2,000 retail customers in the seven southernmost counties of the South Carolina Lowcountry. With distribution centers in Ridgeland and Charleston, Pearlstine offers regular, high-efficiency service to every corner of these counties, from small rural taverns and convenience stores to large grocery chains and mega-retailers.

Situation

Managers at Pearlstine had no way of knowing whether or not merchandisers and sales reps were actually on the job or wasting precious company time.

Another concern was the length of time merchandisers were spending at each client site. With some workers servicing up to 18 locations per day, even a small reduction in average time spent per client site would lead to additional revenue opportunities.

Also, with gas prices rising, Pearlstine wanted to make sure that they were accurately tracking miles driven for reimbursement purposes.

Solution

Pearlstine deployed Xora GPS TimeTrack, a service that runs on GPS-enabled mobile phones that are carried by workers in the field. From the office, managers have access to web-based maps and business reports that show the locations and activities of merchandisers and reps throughout the day, in real time.

The field staff can now record job start and stop times for all of their appointments from the phone. And with Xora, managers don't need to waste time calling merchandisers to constantly check on their locations. They can simply log in and instantly see where their entire team is and what they are doing.

Merchandisers and reps also use Xora to capture mileage information via the phone for reimbursement purposes.

Results

Today, Pearlstine can collect tamper-proof start and end times for merchandiser and sales reps, making payroll much more accurate. Worker accountability has gone up and as a result, the average time spent at appointments has been reduced. This added efficiency has led to greater profits for Pearlstine.

With the visibility of GPS location tracking, Pearlstine has also seen a significant reduction in the amount of miles reported for reimbursements.

An unexpected customer service benefit was also realized with Xora. When a customer claimed that a merchandiser didn't show up, management was able to quickly pull up the activity report of the worker in question to prove the worker had indeed serviced their location.