

“ With GPS TimeTrack®, we achieved ROI in the first quarter of deployment and have since doubled our usage. Overall productivity has increased and our customers have real-time visibility into the market and the status of their programs. With field workers using a cell phone they are already familiar with, adoption was quick and easy. ”

— Kevin Platt
Vice President, Business Integration, RQA Inc.

RQA, Inc.



Benefits

- ▶ Decreased payout for time-on-the-job and mileage reimbursements
- ▶ JobPix™ feature enables photos to be taken for each store visit
- ▶ Data integration with back-end systems

what productivity improvements were possible. Since there was no real-time visibility into worker location or 100% verifiable proof-of-visit, RQA's current process to establish this was to perform expensive shadow audits where an additional field worker revisited locations to ensure compliance.

Field workers are dispatched the job details for each assignment from RQA's Service Manager™ application. They clock in and out of jobs on their phones and take pictures of every store visit. This enables RQA to pay workers accurately, automatically calculate mileage and validate each visit.

Background

RQA, Inc. provides world class services to the food, beverage, personal care and consumer product industries. More than 9,000 professional field personnel in over 80 countries worldwide perform comprehensive product and package assessments, brand integrity studies, consumer complaint retrieval, product retrieval, withdrawal and recall services. Experienced, credentialed, local auditors and consultants, who are knowledgeable in country-specific regulations, provide cost effective support.

RQA also wanted a simple and automated electronic verification to ensure that the field personnel were being compensated correctly for time on the job and for mileage reimbursements. Finally, RQA was looking to integrate more real-time store visit data into business intelligence reporting tools.

RQA leverages Xora's Web Services APIs (XAPI) to integrate data from their back end applications with GPS TimeTrack. Using XAPI, RQA is able to capture the actual store visit times and the photographs associated with each visit. This data is tied in to chain-of-custody and business intelligence reporting for RQA's customers.

Solution

After researching available solutions in the marketplace, RQA chose Xora GPS TimeTrack® for a pilot deployment. A key feature RQA was looking for was a way to corroborate every store visit with a photograph that was time and geo-code location stamped. Simplicity and affordability was the key. While digital cameras could have potentially delivered the time-stamp, they were costly and not ruggedized. RQA was able to leverage existing camera phones, and equip them with the JobPix™ feature from Xora.

Results

According to Kevin, GPS TimeTrack eliminated the need for costly shadow auditing and has paid for itself in the first quarter of usage. In addition, RQA has seen a decrease in payout for time-on-the-job and in mileage reimbursements. Also, RQA's customers are able to gain more insight using the photos gathered by GPS TimeTrack.

Situation

Kevin Platt, VP of Business Integration was looking to provide comprehensive litigation support for clients. In addition, RQA wanted to find out how long each visit was taking and see