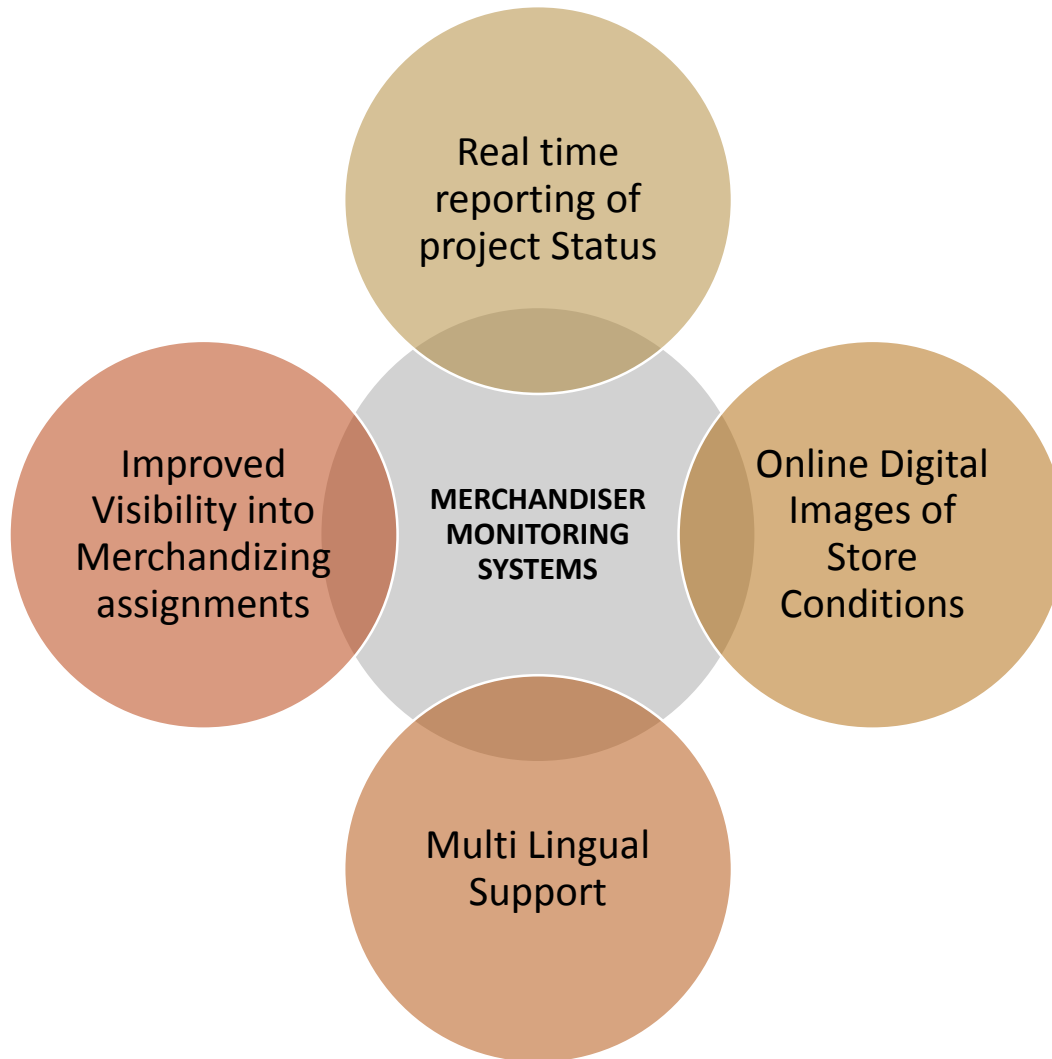




PM AM

# CASE STUDY MERCHANTISER MONITORING SYSTEMS

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**Client** – Application used by our clients to manage assignments across Nine Countries.

### Problem Statement

Our Clients required a solution to provide 100% visibility into the work accomplished by the Merchandisers on the field to Manufacturers such as Kraft and L'oreal. The Manufacturers needed real-time store updates 24/7/52 as the work gets accomplished at the stores.

## Solution

PMAM developed *SPAR Eye* to improve the business communication between the client and its end users. The Spar Eyes application gets clear picture of work performed by merchandiser and through a short series of e-mails and approvals, the task gets completed.

The end user provides suggestions about the changes desired indicating the job, wave and task. The end user and merchandiser never required to communicate directly for changing the display at stores. The system was programmed to communicate between them effectively as the end user could direct for image to be placed by choosing desired exact location through job, wave and task.

The images can be added, modified or removed from the database by authorized users. It boosted the sale by more than 10% resulting in keeping with the trend. The customer satisfaction level rose to new high.

## Advantage

**Continuous, real-time reporting of immediate, store-specific status** based on data issued directly from store level. SPAR knows what's happening while it's still happening, so issues and opportunities are identified while there's still time to take full advantage of them.

**Real-time, on-line graphic reporting of project status** allowing manufacturer to watch, 24/7/52, at their desk, as projects get completed, store by store.

**On-line digital images** of actual store conditions, let you see what your consumers are seeing, at almost the same time they're seeing it.

## MERCHANDISER MONITORING SYSTEMS

PMAM developed *SPAR Eye* to improve the business communication between the client and its end users along with continuous, real-time reporting of immediate, store-specific status, real-time, on-line graphic reporting of project status.

## Advantage

- Eliminate delays in Store opening
- Optimize execution costs
- Just-in-time crew arrival and departure
- Crew being aware of overtime requirements before hand



## MANAGED STORE OPENINGS, RESOURCE ALLOCATION & TRAVEL

PMAM team planned the solution cycle in two steps, Resource Planning and Travel Arrangements. With this approach, they were able to eliminate delays in store opening, optimize execution costs and manage crew arrival and departure.

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### Our Locations

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