

A Definitive Guide for Efficient Field Force Management



Hello people!



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1 Introduction

Field service industry is one of the rapidly growing industries around the world with more than 20 million field technicians. With technological advancement and changing trends, people prefer services at their doorstep. Likewise, small and medium enterprises stepped into the on-demand industry offering services through mobile-based apps. Each industry vertical from food and grocery delivery, banking and insurance institutions are offering on-demand services.

Companies have a number of employees working in the field across different locations. They may be delivering products at customers doorstep, extracting information or promoting products and services face to face. There is an extensive need to streamline all the field force operations and task automation. Field force management solutions allow the manager to access remotely from the manager's dashboard. The manager can track the field force and communicate in real time with field force for effective communication.

Today, companies face various challenges to grow efficiently. One of the biggest expectations of organizations is to increase productivity and maintaining effective and efficient customer service with field force. Exceptional customer service with an aim to increase profitability is every business' desire. Since 2010, we have been providing field force management solutions to market leaders in various industries like Presto, One Delivery, GrabOnRent, KFC, Pizza Hut and many more. Managing and monitoring their field force helped these organizations to increase turnover, enhance customer loyalty and customer satisfaction. Along with these, field force management platform allows enterprises to ameliorate productivity and operational efficiency.

2 Challenges Faced in Field Force Management

Field service management (FMS) is the “by default” approach of every enterprise to deliver a delightful experience to the customers. Field force is directly in touch with customers in delivering services offered by the business. The field force task is to respond to each and every issue raised by the customer and aim to complete the task. To have an in-depth understanding of your business requirements, you must focus on challenges faced by your competitors and existing market leaders in your field. Regardless of the industry, here are top challenges commonly faced by almost all industries:

Inefficient resource scheduling

1

In any industry, scheduling of field force can be changed at the last moment with the change in demand, traffic and weather conditions. Manually rescheduling the field force at the very last moment will require a lot of effort and time. Using the field management solution, automatically alert the field force in real-time for any change in the schedule.

Inefficient customer feedback

2

Customer feedback is the only way to figure out what your business must focus on to retain existing customers and attract potential customers. Tookan field force management software allows customers to review and rate each job after it's done. It is an efficient way to track the performance of field force for enterprises.

Assign best talent for each task

3

Establishing a clear objective for each task and manually assigning best field force in order to provide best customer service turns into a tiresome task to do on a daily basis. A manual process is prone to human error. Therefore, the enterprise needs to know the strengths and weaknesses of the workforce and assign jobs accordingly. Tookan ensures good alignment of skills in pursuance of extracting the best result from your business.

Give equal importance to field force

4

Many industries like banks and other financial institutions, grocery, food, etc., completely rely on their strong field force. Providing best services to customers is the top most priority of enterprises, but safety of field force is equally important. Staying in contact with each and every field force agent with real-time tracking is a must-have feature however is a strenuous job when done manually.

Loss of Data

5

Whether it's the delay of knowledge transfer or just an informational inconsistency, data silos can gravely affect your business workings. To stay ahead of your competition with an unclogged workflow, you need to focus on bringing all data to one unified portal. With the majority of businesses shifting online in 2021, staying updated and connected in real-time across various divisions and stakeholders is important.

3 Top Trends in Field Force Management

To ensure your employees are happy and productive, you need to acquaint yourself with the latest workforce management trends. Working along with these trends becomes more imperative when handling a mobile workforce, which has now become a norm as we enter 2021. Let's look at the top trends to look out for in workforce management to optimize your manpower.



The gig economy boom has changed the employment landscape

1

A gig economy works on freelancers. With businesses needing specific skills for specific timelines, professionals are choosing contract work and freelancing over a typical time-bound job. Businesses will need to factor in the changing employment trends to make the best out of the available workforce.

Traditional working hours are part of history

2

The classic 9 to 5 work shift is slowly becoming more redundant as people are responding to work requirements outside of the conventional window. A 2019 report shows that more than half of the surveyed companies reported their remote workers as more productive than their in-house employees. For your business to thrive in the on-demand economy, you need to track the “actual hours worked” rather than just the limit set by your organization.

Employees prefer self-service platforms

3

Another flexibility enabler, self-service portals help employees plan and manage their work schedules seamlessly. Instead of clocking in and out of work every day at a specified time, which offers much rigidity, workers are looking for means to handle their work calendars as per their convenience. This functionality not only benefits employees but helps their supervisors plan their time more strategically.

Encourage transparency with attendance tracking

4

While offering flexibility to workers is important, the need for accurate time tracking should not be overlooked. Every company has policies on work hours and allotted breaks and should be unambiguous for all employees. To tackle attendance and time policies, you can choose to switch over to a mobile workforce management solution that can aid in dispelling miscommunication and fill in any inconsistencies.

Time to leverage deep insights and analytics

5

With AI as an emerging technology applied in various domains, workforce managers can harness it to gain intuitive insights through comprehensive analytics. A mobile workforce management system can help you make data-driven decisions. From real-time tracking updates to the time taken to complete tasks, these insights can help you identify productivity gaps.

4 Why is Field Force Management Crucial for Business?

Field force management solution provides task management and enables teams to streamline all operations within the enterprise. Most enterprise objectives are to increase profit, reduce operational costs and invigoration of the customer relationship. Field force management solution allows better communication among stakeholders, employees, and customers. Customers want to stay updated on the estimated time of arrival of product or technician in case of technical support at customer doorstep. Field force scheduling software also updates customers in real time to track products or technicians and alerts customers in case of any delay.

With an objective to succor enterprises to automate business operations and reduce costs, field force management solutions enable them to manage the field force to enhance business performance and increase customer interaction to retain customers. Organizations find field force management software an irrevocable solution as it is essential for tracking field force in real time and monitoring day to day activities.



5 The Reason Why Field Force Management is Useful?

Today's world is highly advanced and there is a technology available for all the problems in the world. Field management system (FMS) is one such solution to track all the activities in real-time. Keeping track of all the activities and managing all business operations from the management dashboard gives an unmatched competitive advantage to your business. Find out top reasons to adopt field force management software to increase efficiency of your business

Prioritize your tasks

1

For most enterprises, quantity is not an issue but the quality is. Enterprise objective is to use all the available resources in a superlative way to make maximum profit. Using a field force management system, you can schedule and prioritize tasks in an effortless way.

Not only can the manager track all the activities but also allocate appropriate resources and the best staff to the most important clients. Field force management software has scheduling features to easily plan out all the complex activities. Just give your inputs to the software and let the software make decisions to give the most effective and seamless output. Focus on the core aspects of your business and let the software take care of streamlining the business operations.

Intensify employee output

2

Eliminate time-consuming manual process of scheduling tasks to field force by updating your field force about the same with instant push notifications on mobile devices. Field force management software ensures effective and efficient utilization of resources. Focus on the core activities of your business and access real-time process flow anytime, anywhere. Integrate field force management solution with advanced analytics to generate reports. Gain the insights of all your workforce activities and analyze the performance of each employee. Such reports give insights like “How much revenue each employee generated in the last 30 days?”

Cut out business expenses

3

Field force management software allows businesses to complete tasks in a shorter time frame which translates into an increase in profitability. Field service management software for small and medium businesses trims down overtime expenses to manage field force effectively and predicts oncoming workload to allocate field force to avoid understaffing and or overstaffing. This results in higher efficiency with minimum operating costs. Field management system takes care of all unnecessary expenses so that you can invest in other business activities for early growth.

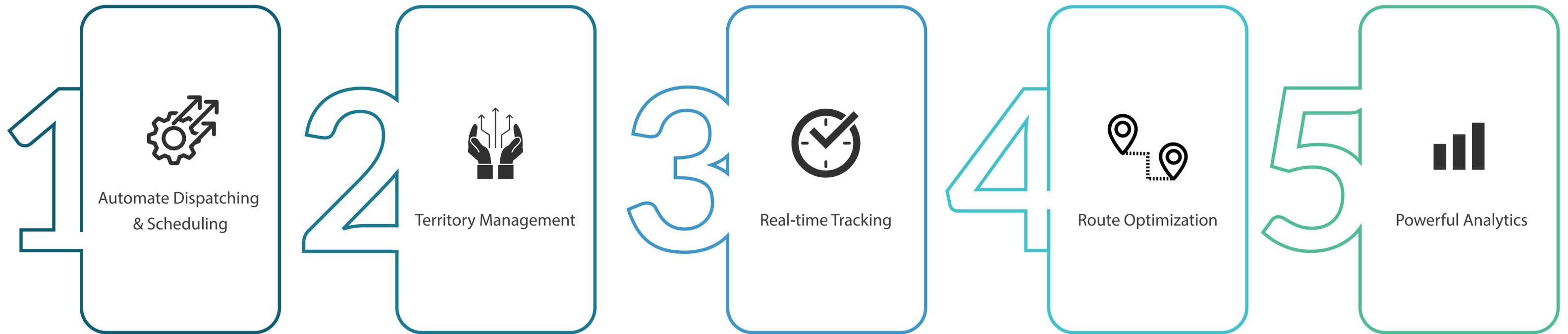
6 Tookan's Field Force Solution

Field force has a high impact on the productivity of business in on-demand service and delivery business. There is immense potential for improvement in industries offering on-demand services. Tookan's field force management solutions address the challenges of handling field force and managing field force tasks. A number of big enterprises are using field force management solutions with a large number of employees working at different locations spread across multiple worksites.

From a business perspective, Tookan's field force management features not only include route optimization and real-time tracking, but business can also assign the task to the field force. Field force will get a notification alert in real-time for the next assigned task. Field force management solution has become must for enterprises since instant management of field force to increase efficiency and reduce the time to complete a particular task is the need of an hour to grow in the tough competitive market.

Tookan's, field force management software offers multiple solutions to improve the productivity of the workforce. Tookan focusses on improving efficiency through various offering such as:

Tookan's Field Force Solution



1

Automate Dispatching & Scheduling

Bring automation to order management at the core of your business and increase process efficiency. Every small, medium or big enterprises schedule and dispatch tasks using different methods. Manual task scheduling is quite time consuming and requires a lot of effort with high possibility of wrong dispatching and task scheduling. Reduce the possibility of wrong dispatch and task scheduling by automating the process. Furthermore, increasing efficiency and saving time by automating processes results in business growth.

Territory Management

2

It is extremely crucial to define the operational service areas for each agent. With Geofencing, enterprises can easily establish how many agents should be allocated to one region and help to keep a track of them. You do not have to manually assign an agent for every task. This helps to increase agent productivity by quick allocation of work among the designated workforce. The nearest, most suitable and available agent is assigned the task automatically on Tookan. After the allocation, the customer receives notifications, therefore ensuring quick customer request fulfillment.

3

Real-time Tracking

The real need for organizations is to engage their field force. Track field force in real-time and the task completion rate of field forces on daily, weekly, and monthly basis, to analyze productivity. Tookan helps to keep an eye on field force from a centralized bird's eye view through a manager dashboard and track the exact location of field force going out of the workplace for the client meeting. In case of no data connectivity, the location will be stored in their mobile device and can be synced automatically once internet connectivity is back.

4

Route Optimization

With the increase in the number of complaints by customers in product or field force delay in arrival than expected arrival time, route optimization solves the issue of navigating field force from the shortest and most optimized route. Deliver a delightful experience to the customer with the right tools to deliver the quality service that the customers expect. Most profitable key elements for businesses with field force are reducing idle time and improving productivity. Optimizing routes for field force will reduce time of arrival at destination resulting in more task completion every day.

Powerful Analytics

5

In any case, the focus is to get insights about the market and the working of field force for any enterprise. Field force management software has the capability that gives you every insight accessed through a manager dashboard. Powerful analytics give accurate, timely and informed insights to make intelligent decisions and future strategy in the competitive market.

7 Impact of Field Force Management Solution

By integrating Tookan's field force management solution to your existing business model, the efficiency of your business enhances through a variety of techniques:



Performance Measurement

Performance measurement Admin can measure the performance of each and every field force agent by tracking their activities in real-time and measuring the time consumed for completing the tasks. Furthermore, the reviews and rating by customers also help to measure the performance of the field force. Performance measurement allows business to maximize their capabilities by capturing the potential customers.



Increased Efficiency

Better field force scheduling in real-time and efficient management of field force for last minute changes helps to minimize the expenses & time to provide superior services. Optimizing field force activities for better efficiency coupled with controlling labor cost and providing timely services to the customers helps in maximizing business revenue growth.



Enriched Customer Service

With better internet penetration these days, much more information is provided to customers. Customers can track field force in real-time on the map interface. Improved customer services help to retain the existing customers and stops customers from switching to alternate providers. The enriched customer service allows you to differentiate your business from competitors in the competitive environment.



Planning & Forecasting

To ensure the right balance between business resources and meeting customer expectation, planning, scheduling and forecasting play an essential role. With powerful analytics, forecast demand for your business and allocate appropriate resources to maximize revenue and satisfy customers by delivering the first-rate service.



Field support

Field force agents require professional help when working in the field at multiple locations. Provide professional technical and non-technical help to field force, reduce idle time and increase the productivity of field force staff. Optimizing field force operations and insights into value generated by the field force provide financial leverage to the business.

8

Conclusion

From real-time mobile management of workers to route optimisations, a workforce management solution makes managing work orders easy. Better managed services lead to greater customer satisfaction, thus adding value to your business and adding to the total revenue.

The on-demand market is going strong, and if you want to enhance your workforce management to get an edge in the market, solutions like Tookan can help. It is a mobile workforce management solution that automates several tasks and enables streamlining of work orders.



9

What Our Customers Say

We found Tookan extremely robust and feature complete. We have had minimal issues since integrating and the tookan's development team had been extremely helpful in understanding our requirements and ensuring that they continuously improve the app to meet our changing requirements.





Manage all your delivery operations by tracking vehicles, optimizing routes and automating dispatch, delivery and scheduling. Get visually rich reports supported by Tookan's powerful analytics.



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