

# Strategic area and trip planning for better customer care

## Dr. Grandel GmbH

*“Thanks to PTV Map&Market we have strategically optimised our trip planning. The quality of our customer care has greatly increased, costs have been reduced and even our employees and our customers are happier.”*

Marco Quattrocchi, Application Development at Dr. Grandel

### The task

Dr. Grandel, based in Augsburg, Germany, is specialised in two business fields: Nutritional supplements and cosmetics, which are marketed by specialist shops such as health food stores and chemists, as well as professional cosmetics brands (DR. GRANDEL, PHYRIS and ARABESQUE) for cosmetics institutes and beauty spas. Each field has its own sales force team who knows their customers and their specific requirements well. Often, the area sales managers have built solid customer relationships over many years and have arranged their trips depending on their customers' requirements wherever possible.

The problem: The areas often used to be very widely spread, with long distances

between customers. This meant that many area sales managers were spending more and more time in their vehicles and not with their customers. Marco Quattrocchi, head of Application Development at Dr. Grandel, describes the initial situation as having become inefficient and often unfair over the years: “The areas were originally planned according to turnover volumes, so that all consultants could have the same opportunities. This meant that they were very different sizes. For example our employees for cosmetics products in Bavaria had to drive much longer routes than our colleagues in North Rhine-Westphalia.” To correct this problem and enable more efficient trips, the company, which was founded in 1947, decided to



Dr. Grandel, Factory Augsburg

strategically optimise the layout of the territories. This was intended to save costs while at the same time designing the area borders to ensure that the working hours of the area sales managers were taken into account.

In order to optimise the new areas and trips, the manufacturers looked for a suitable software which would also take the different requirements into consideration. Another important aspect was the possibility of connecting the software to a CRM program. After thoroughly researching the market Quattrocchi decided on PTV Map&Market Premium.



Dr. Grandel GmbH , Factory Augsburg

Dr. Grandel is based in the historical city of Augsburg, Germany. They develop, produce and market cosmetics and health products. Founded in 1947 by the chemist Dr. Felix Grandel, the company now employs around 230 people and is being led by its second generation of management. Subsidiaries and representatives in more than 40 countries ensure global distribution of the brands DR. GRANDEL, PHYRIS and ARABESQUE.

More information at [www.grandel.de](http://www.grandel.de)

### The solution

The software PTV Map&Market Premium was especially developed for strategic sales territory planning, it includes customer-specific demands and restrictions as well as call frequencies, opening hours, fixed dates and much more. The data are displayed on high-quality maps and the addresses are automatically geocoded. Options can be quickly compared by simulating various planning scenarios. Planning and analysing the areas and trips is performed on the basis of actual road kilometres, driving times and travelling costs; facts which were particularly important for Dr. Grandel when making their decision.

Before PTV Map&Market was used for the whole consulting team, Dr. Grandel started a pilot project in 2007 with two sales force teams. "We defined the different requirements for both the specialist shops team and the professional cosmetics team and we ran through various scenarios with the program", reports Quattrocchi. The different opening hours at chemists, health food stores, cosmetics institutes and spas have the same level of importance as our customers' preferred call times and planned call frequency.

"Our customers are called upon more or less frequently depending on their turnover volume. The effort involved in calling on the customer also plays a role", says Quattrocchi. A total of six sales force representatives tested the new trip planning in this way and reported their experiences to their superiors when they were finished.

The pilot project was so successful that today the trips for the entire team are being planned by PTV Map&Market. The appointments for the first quarter of the year are being planned and then reflected. 70 to 80 percent of the planning is performed by the software, the fine-tuning stays under the control of the consultants. "No software is able to understand our customers like we do ourselves", Quattrocchi explains the required leeway. Thanks to the planning, the area sales managers know their trips in advance but can adjust them if necessary to allow for customers' requirements. "And this happens now and again", reports Quattrocchi. New customers, and also the call planning of the roughly 5,000 customers in Germany, Austria and The Netherlands would not allow conditions which are entirely inflexible. "Each consultant carries out 1,000 customer calls a year.

This is an annual total of around 23,000 customer calls", states Quattrocchi. "So it is inevitable that trips will need adjustments."

### The result

Both Marco Quattrocchi and the consultants are very satisfied with the solution. "We can prove that we have achieved improved quality and increased efficiency in customer care", he is pleased to say, "and in doing so we have also saved costs." Thanks to PTV Map&Market a better and optimised call rate is achieved, less kilometres are driven and less time is spent at the wheel. And as we wanted from the start; the new system includes our working hours. "Our commission scheme is based on turnover growth", explains Quattrocchi. "For our sales force, therefore, these changes have many advantages and no disadvantages." Marco Quattrocchi is particularly impressed with the cost transparency: "Every employee can now demonstrate the costs involved in each customer call - and the profit." Dr. Grandel is directly investing the gained time and saved costs into customer care.