

PTV **MAP & MARKET**

Bosch & Siemens - Home Appliances

Customer Success Story



Bosch & Siemens Hausgeräte optimises their global sales with PTV Map&Market

Standardization of international structures

Strategic optimization of the sales force

Increase of visiting time

The global strategic planning of sales teams is an enormous challenge, which has been met by BSH Bosch und Siemens Hausgeräte GmbH. The headquarters of BSH in Munich supports its international sales teams throughout the world. The members of the sales teams work under very varied conditions.

An example from Sweden: 32 sales staff cover an area of over 300,000 square kilometres. Employee A visits many customers in rural areas and spends most of his time in his car. Employee B covers a more densely populated area. He travels much less and can therefore spend more time with customers.

The solution

With the aid of PTV Map&Market premium BSH has uniformly structured its international sales and thereby increased the efficiency of its sales teams throughout the world. The objective of strategic route planning is to have regularly repeated visits. The visiting intervals vary according to customers' requirements and their priority.

Initially, the databases of the individual national agencies were recorded in a structured manner with the aid of PTV Map&Market. The optimum number and location of the employees and their allocation to customers and visits was determined. Planning combines competing objectives: How many employees are required to supply all customers? Where are the employees located and how can they be optimally allocated? Which existing allocations of sales staff should be retained? For example, the working hours of the sales staff and the customers' opening hours are different in each country. „With the software we only work out a suggestion for the strategic optimisation of the particular sales team. This is then fine-tuned by the Marketing Manager, the Sales Managers and their sales teams until the optimum solution is achieved“, says Oliver Konwer from the headquarters of BSH Bosch und Siemens Hausgeräte GmbH.

Data is collected from all around the world, recorded with PTV Map&Market premium for correlation and graphic display in the form of maps. The software takes into account various parameters such as frequency of visits and times, the working hours of staff, the travel proportion of the routes, accessibility of customers and other restrictions. Integration into the existing BSH system landscape was carried out without problems.



The result

Within the extensive sales team control system of BSH, PTV software has now become a central hub for the optimisation of sales. If required, the experience of the central sales department can be directly adopted by foreign organisations for their local colleagues. As a further step, BSH offers the independent use of PTV software to branches. This planning solution is well-accepted by global sales companies - not least due to the structured approach of Dr Suffel's team in Munich.

Thanks to the optimisation of the sales areas with PTV, the „workload“ has become more transparent. Travelling times are more harmonised and visiting times have increased.



About Bosch & Siemens Hausgeräte GmbH

BSH Bosch und Siemens Hausgeräte GmbH with headquarters in Munich is one of the world's leading manufacturers of household appliances. The BSH product range covers the entire spectrum of modern household appliances: this includes cooking, dishwashing, washing, drying, chilling and freezing as well as laundry and floor care along with many consumer products.



PTV MAP & MARKET

Strategic and functional geomangement

Field service planning

Location planning and regional optimization

Visualisation and analysis of company and market data

Detailed urban planning

PTV GROUP

Haid-und-Neu-Str. 15
76131 Karlsruhe
Germany

PTV GROUP

AMERICA LATINA
Av. Revolución 1877, Piso 7
Col. Tizapan, 01000
Ciudad de México

VTS Solutions Inc.

AMERICA LATINA
Business Center, Oceania Business Plaza Building,
level 43, Punta Colon Street, Punta Paífica,
Panama City,
Email: info@vtssolution.com
www.vtssolution.com

