

# Opentide reaps the benefits of PCCW-HKT mobile service's Location Based Service

## Keeping up to speed with staff activity

Presenting consumer electronic products effectively calls for staging promotions at chain stores – but managing a large promotions team can be difficult. Opentide, a distributor of Korean electronic brands, now meets the challenge with ease, thanks to PCCW-HKT mobile service's Location Based Service (LBS).



### Overview

#### ► Industry

Distribution of consumer electronic products and management consultancy.

#### ► Business Profile

Opentide is engaged in digital market management consultancy. Employing more than 150 promoters, the company also manages product decoration and presentation throughout chain stores.

#### ► Business Challenges

The company requires enormous promotional resource – but the highly mobile nature of the field workforce makes close supervision difficult. Checking by phone and making onsite inspections were inadequate. An alternative methodology was needed urgently.

#### ► Solutions

PCCW-HKT mobile service's LBS provides Opentide with a user-friendly management solution. By logging into a website, the company can instantly see staff work schedules and locations, while checking if team leaders have performed inspections.

### Strengths

- Minimal upfront investment
- Systems integration problems solved with ease
- Real-time and accurate records of attendance and staff patrol paths
- Detailed map search settings with user-friendly functionality
- Individual and group SMS facilitate communications
- Easy report generation with at-a-glance information

### Difficulties of managing a mobile promotions team

An array of brands jostling for attention makes for a fiercely competitive market, so ramping up sales is often achieved by getting product messages to consumers face to face. That's why distributors choose to send promotions staff to chain stores.

Opentide fields a 150-strong promotions team under 15 leaders – but high mobility makes supervision difficult. Previously, marketing staff would contact team leaders every day and carry out occasional onsite inspections to check performance. This was ineffective and time consuming, so the company yearned for an easy-to-use solution – then discovered LBS from PCCW-HKT mobile service.

### Flexible online patrol of manpower

PCCW-HKT mobile service's LBS required minimal upfront investment with no need for hardware or software. Instead, each Opentide team leader was equipped with a PCCW-HKT mobile service SIM card to be tracked on a website displaying details of all movement, such as times and places.

Marketing staff simply logged on to the website at any time to see if team leaders were actively managing the promoters. This was better than spending more than

an hour at a time making phone calls. The new solution offers far greater efficiency, gathers much more accurate information and leads to significant savings. Marketing staff now focus on more important tasks because manpower deployment has become flexible, manageable and visible.

### Better reporting prevents labor disputes

PCCW-HKT mobile service's LBS generates reports on an hourly, daily or monthly basis and a great deal of time is saved as so little human intervention is involved. More importantly, the system automatically records a team leader's location and time once a handset is switched on, which serves as an attendance record, thereby preventing labor disputes.

### Outperforming competitors with comprehensive service packages

PCCW-HKT mobile service's LBS has revolutionized operations and Opentide has been impressed by comprehensive before-and-after sales service and the unique LBS map display function. What's more, integration with SMS enables PCCW-HKT mobile service's users to send text messages to the website in group or individual form, facilitating far more effective communications between field staff and the office.

For more details on how PCCW-HKT mobile service can help improve your operational efficiency and save money, please contact your PCCW account manager, or call our hotline at 28887733 for enquiries.