

Converting to a 100% Smartphone-Enabled Field Team



Background

Advantage Solutions has over 35,000 W-2 employees using the Cognistix platform for merchandising, demonstrations, assembly work and brand ambassadorship.



Challenge

One division of 4,000 employees decided to move to a 100% mobile environment. Their work is performed in short assignments at many locations per day. They have a need for complex surveys and data collection and they wanted to provide faster reporting to their customers.

Solution

Advantage Solutions uses the Cognistix Workforce Management Platform to schedule and execute their field activities.

Results

This division of Advantage Solutions has successfully converted 95% of their field force to be 100% mobile. All onsite work is completed using smartphones that are reimbursed under a BYOD policy. This has reduced their administrative costs while allowing them to capture photos and digital signatures in store. Their representatives can use Cognistix to check in and out of their assignments and these time records can be geo-coded for location validation. Questions and surveys can be completed onsite in real-time. All reports can be made immediately available to customers, and individual data elements can be withheld from reporting until internally reviewed and approved.

Feedback

"The Cognistix team is constantly improving and refining their mobile solution to meet the fast changing mobile landscape. They are laser focused on improving the user experience to make using the system easy and fast." - John Fautch, National Technology Manager, Advantage Solutions