



Monitor Your Real Time Sales and Marketing Performance

Developed by WinChannel, WinSFA is a Sales and Promotion Monitoring software used with handheld devices that helps businesses standardize call plan procedures, boost call plan efficiency and effectiveness as well as improve information accuracy via direct data collection from stores.

Designed specifically for the FMCG (Fast Moving Consumer Goods) sector, WinSFA combines advanced WiFi and 3G technology with best practices to drive productivity and optimized planning. It is developed for use on mobile devices (smartphones).



www.winchannel.net

Benefits

- Raises efficiency of sales call plans
- Enhances accuracy of data by collecting it direct from stores
- Standardizes sales processes and optimizes sales execution
- Improves environmental performance with paperless administration
- Performance control (SPG and Merchandiser)
- Enables better monitoring of stock on hand at store and POSM for store promotions / events via instant and direct connection to store
- Competitor prices and promotional activities

Features

- ▶ **Flexible Front and Back End Functionality**
Store visits, enquiries, route management, data queries and business reports.
- ▶ **Powerful, User-friendly Design**
Simple UI, data compression, fast transmission, resuming downloads, Wifi-3G auto - switch, silent install and uninstall, power - saving mode.
- ▶ **High Compatibility**
Compatible with different mobile platforms : Android, iPhone iOS, iPad.

Sales Management Challenge



▶ Report and Analysis

1. Better resource planning and assessment
2. Holistic performance assessment (including sales, distribution coverage, activities implementation)

▶ Store Performance

1. Execution of sales promotion
2. Inventory data
3. SPG performance
4. Guideliness for attractive display
5. Store data

▶ Sales Execution

1. Visit planning and route management
2. Market prices collection
3. Distribution and display
4. Sales promotion monitoring
5. Competitor information
6. GPS and store location tracking
7. KPI Tracking

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