Core-Mark Increases Merchandiser Accountability and Productivity

"Our number one issue was timekeeping of our merchandisers and the accountability and verification of that."

"Field Force Manager has been a win-win for Core-Mark, by helping to increase our productivity and provide visibility into merchandiser activities and work time."

— Rodney Reynolds, Sales Administrator Manager, Core-Mark

The Company

Core-Mark is a distributor and marketer of fresh food and consumer packaged goods to the convenience retail industry. Supplying thousands of stores means Core-Mark must manage the complex logistics of tracking merchandisers in multiple locations, process remote employee timesheets, and compile reliable reports for analysis of services provided.

Time Consuming, Error Prone, and Non-Verifiable Service Reports and Timesheets

Before implementing Field Force Manager, Core-Mark required each merchandiser to manually track their services, hours worked, and mileage via spreadsheets. This documentation was then sent to the office for verification, consolidation, processing, and reporting.

These manual processes made it difficult to verify the accuracy of each service, maximize routes, and manage merchandiser timesheets. Core-Mark decided to look for a new solution that would eliminate the manual process and find a way to streamline payroll and reporting processes.

Mobile Workforce App for Distribution Services Increases Productivity and Accountability

Core-Mark discovered Verizon's Field Force Manager solution, a mobile workforce app and cloud-based administrative software that works well for their merchandising team.

Mobile Workforce App

This turnkey mobile workforce app allows merchandisers to start and end their day using their mobile device to report hours worked. They review their service jobs and instructions on the same app. While on site, they use the app's configurable mobile forms to record job information and take photos for proof of services provided.

verizon✓

Cloud-Based Administrative Software

The Field Force Manager cloud-based administrative software allows Core-Mark to configure various administrative roles based on access rights and responsibilities. Depending on the role, administrators can dispatch job information to merchandisers, actively monitor GPS locations, active jobs, timesheet information, and job site details from the information automatically sent via mobile devices.

Merchandiser activity is easily recorded and automatically sent to the office for improved visibility, accountability, and management. Once the data is in-house, configurable reports can run from the solution, or data can be imported into other back-office software to streamline payroll.

Multifaceted Mobile Workforce Solution with Best-in-Class Training and Support

Field Force Manager offers a verifiable, automated solution that saves merchandiser and administration time, simplifies reporting, and provides greater analytical insights. The multifaceted benefits of this mobile workforce solution provide ease of use for merchandisers and operational cost savings.

Core-Mark's implementation included customized training with personalized onboarding for their team. They also have continuous 24x7x365 live support to cover all service hours in every time zone.

"Field Force Manager training has been really good. After we were up and running, we have been pretty much self-sustained and haven't had to use support often. When we do, I just make a call, and it is handled quickly."

— **Rodney Reynolds**

Key Capabilities

- All-in-one mobile workforce solution for merchandisers
- Mobile Timesheets for merchandiser payroll
- Mobile Forms for onsite data and verifiable proof of services provided
- GPS services for improved worker visibility and route efficiencies
- Automated data collection and reporting for improved analytics
- Personalized onboarding and high-quality live support for maximum uptime

Service Operations Gain Efficiencies with Automated Processes and Improved Reporting

Core-Mark has been impressed with the solution's ability to reduce manual processes and improve their customer service experiences. They appreciate the all-inclusive capabilities of the mobile workforce solution and the ability to add configurable reports at no additional cost. Moreover, the administrators, managers and service merchandisers adapted to the easy-to-use solution and simplified processes for gathering field data information, payroll and reporting.

Field Force Manager answered Core-Mark's requirements for an easy-to-use solution that provides the necessary capabilities to optimize service operations for improved accountability, productivity, and reporting.