

Improving Sales efficiency at Truvo through SAS OR software

Truvo & 4CCONSULTING

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Truvo is an international group, active in

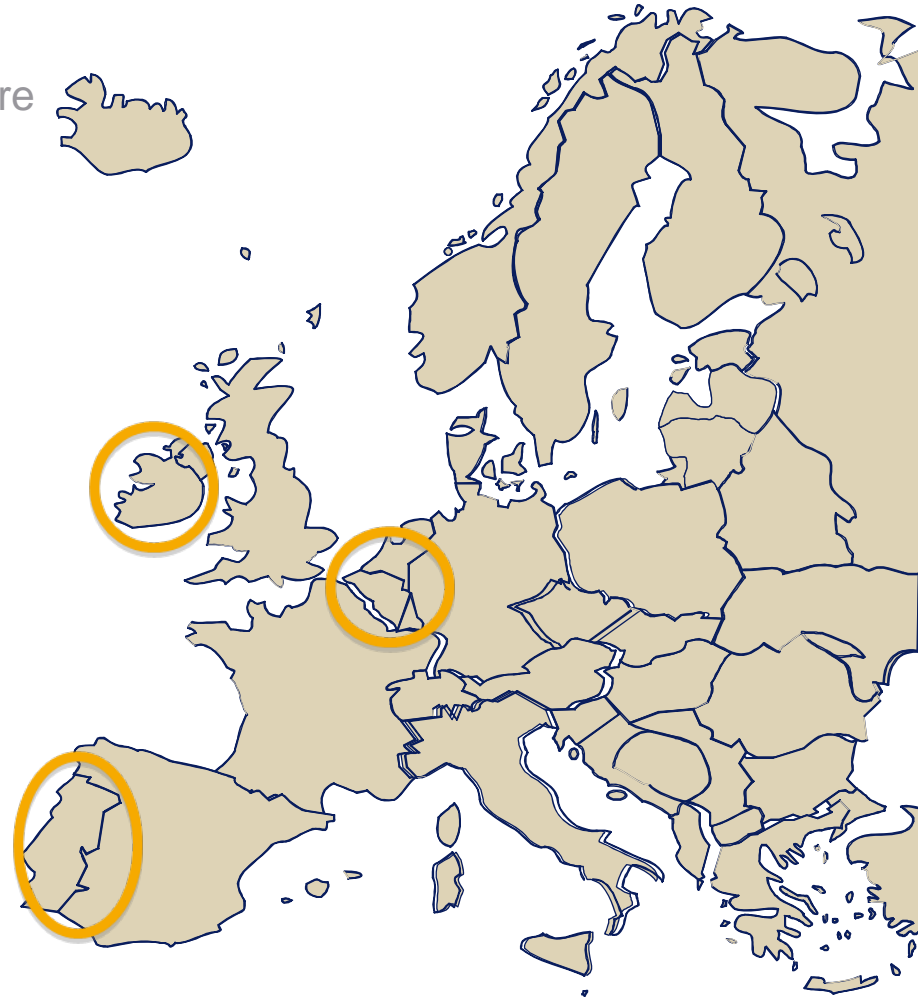
Belgium / Ireland → 100% owned by Truvo

Portugal → majority share

Puerto Rico / South-Africa → minority share

Some dimensions

- 300 Sales people out there every day in Belgium
- Over 95.000 customers
- > 3/4 Belgians use Truvo Media
 - 8 out of 10 use Print
 - 5 out of 10 are Online users
- Goldenpages.be is ranked in the top 10 sites (CIM Metriweb)
- One-stop shopping cross-media offer
 - Lifetime partner in advertising
 - Biggest cross media solution (print, online, mobile and gps) for advertisers in the Belgian Market
- > 20.000 template based sites in the market since last year
- > 3.500 video's live



Truvo products have evolved from traditional directory media to multi-media solutions for local search



1969: Gouden Gids boek



2000: WAP 2000



2001: 1207

2005: Mobilo



2007: MSN Chatbot

2008: Truvo Lounge

2008: Landing Pages

2008: SEO & SEA

2009: MySite

2010: iPhone app

2011: Virtual Paper

1999: goudengids.be



2004: ID TV

2006: wittegids.be



2008: Mobile m.goudengids.be m.wittegids.be

2009: Social Media



2009: Partnerships



2006: ZOOM



2008: Tom-Tom



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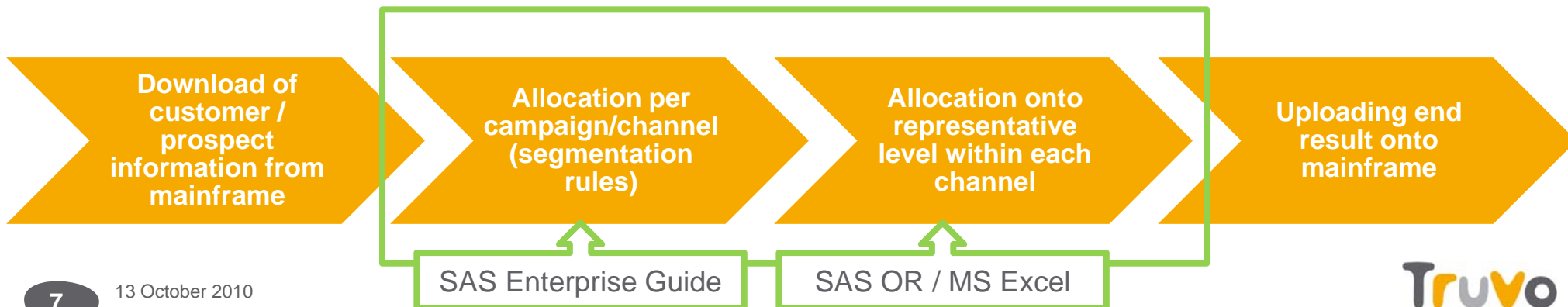
Project planning

Outcome

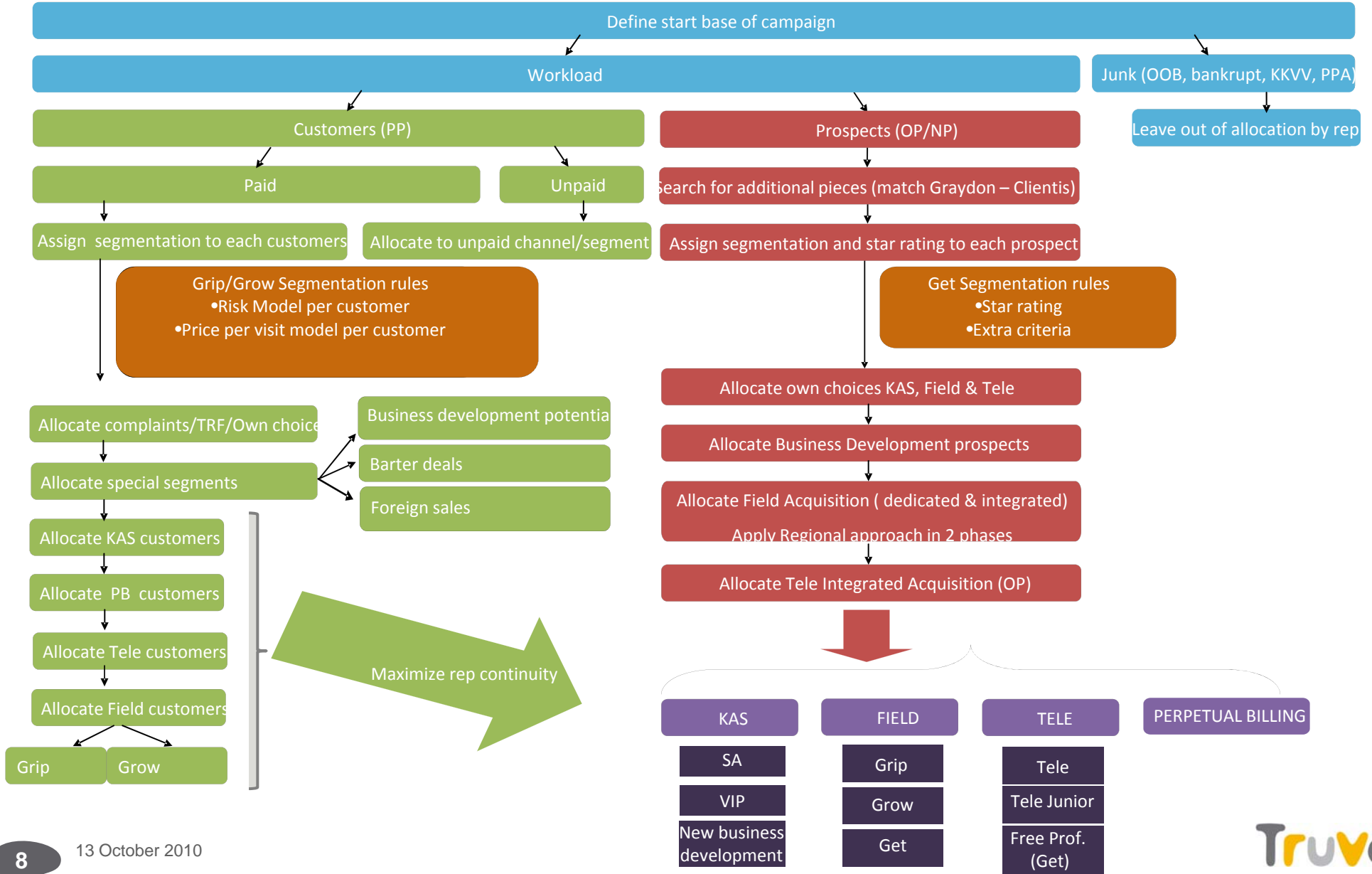
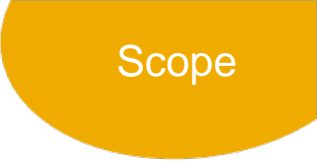
Conclusion

Allocation of our customers & prospects to Sales takes place in 2 steps

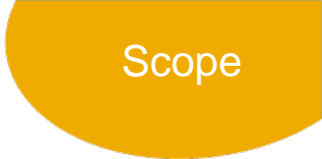
- The starting point is the Truvo Sales Model
 - Each year, all customers (+95 K) and a selection of prospects (+170 K) are contacted to discuss insertions in our media
- Matching of our customer / prospect base to our 300 FTE Sales force takes place in 2 steps
 - Allocation per Sales channel
 - Based on the segmentation rules (business intelligence)
 - Key Accounts, Field, Tele, Direct Marketing
 - Allocation onto Representative level
 - Based on the following main parameters
 - Region Improving efficiency by limiting the geographical area
 - Continuity Support relationship building and hence quality
 - Customer value Must be aligned with the seniority / level of the representative to meet both customer expectations and assure that each representative can earn his/her target salary



Allocation per sales channel is all about data filtering according to business rules ...



... at Truvo done in SAS Enterprise Guide via internal resources



The screenshot displays the SAS Enterprise Guide interface for a project named 'SAS10 051009'. The main workspace shows a 'Process Flow' diagram with the following tasks and connections:

- Filter JUNK** (Start)
- DMAC1** (Data Manipulation)
- PPA** (Data Manipulation)
- DMAC1_PPA** (Data Manipulation)
- CD PPA** (Data Manipulation)
- DMAC1_PPA...** (Data Manipulation)
- Append Table** (Data Manipulation)
- DMAC_PPA2** (Data Manipulation)
- Append Table** (Data Manipulation)
- DMAC1B** (Data Manipulation)
- excl PPA** (Data Manipulation)
- DMAC1_EXC...** (Data Manipulation)
- PPA 0** (Data Manipulation)
- DMAC1_EXC...** (Data Manipulation)

The Project Explorer on the left shows a hierarchical structure of tasks and filters, including 'IMPORT', 'Filter JUNK', 'Filter UNPAID', 'Filter KLACHT TRF & OC', 'Filter SPECIAL CUSTOMERS', and 'Filter NORMALE FLOW'. The Task Status window at the bottom is currently empty.

Allocation onto representative level was still a manual process and hence time consuming; automation demanded a tailor-made solution

- Allocation onto representative level is in fact a matter of optimization of resources depending on a number of constraints (region, continuity, customer value)
→ SAS OR module
- However, an automated model must also meet following 3 requirements:

Scenarios

- The module must allow to score the importance of each constraint differently depending on the channel / manager

Flexibility

- It must still be possible to make small modifications to the proposed solution while respecting the constraints

Communication

- The final outcome must be exportable to a separate Excel file



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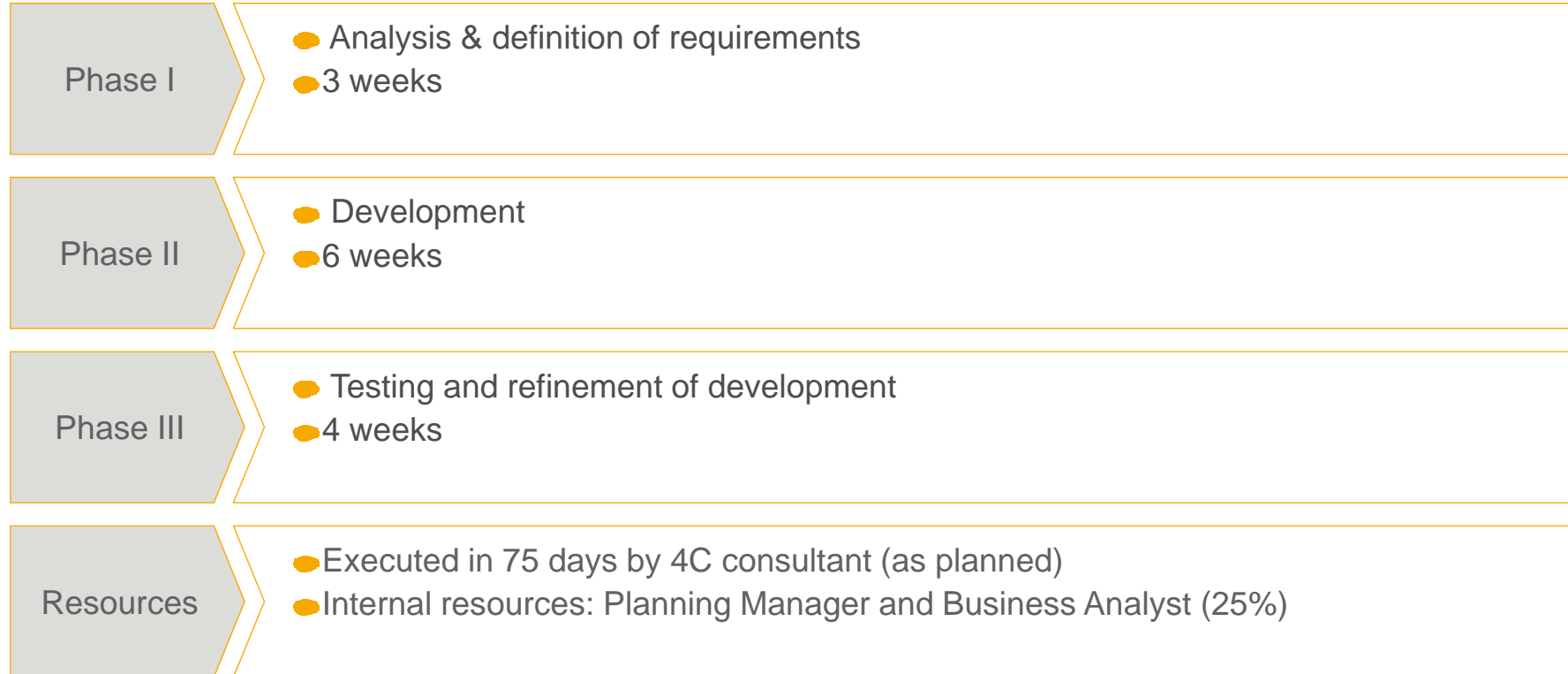
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Project was executed in line with initial planning and budget



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Userfriendly interface in Excel, connected to OR module

- Preparatory actions
 - Load your customer data
 - Load your representative data
- Step 1 = portfolio check
 - Suggestion regarding € brackets per rep level/category
- Step 2
 - Indicate constraints that need to be taken into account
- Step 3
 - Select scenario (type of optimization)
- Step 4
 - Run application

REPRESENTATIVES ALLOCATION

STEP 1: PORTFOLIO CHECK

STEP 2: REPRESENTATIVES CONFIGURATION

SET CLIENT RANGE

SET CO AND AVO RANGE

RESET ZONE PREFERENCE

STEP 3: SELECT ALLOCATION SCENARIO

STEP 4: ALLOCATE

RESET ALLOCATION

START RULE / END RULE

STEPSIZE

RUN PORTFOLIO CHECK

CONFIGURE REPS SHEET

YES ▾

YES ▾

YES CAT ▾ | 1 ▾ | 8 ▾

FIELD B ▾

ALLOCATE

YES ▾

1 ▾ | 20 ▾

MAX ▾

GET RESULTS

Alterations to proposed allocation possible

Microsoft Excel screenshot showing a spreadsheet titled 'SECTORISATIE_TOOL_COMBL_RML [Compatibility Mode] - Microsoft Excel non-commercial use'. The spreadsheet displays various metrics and data points across multiple columns (A to VZ) and rows (1 to 39).

Summary of Key Metrics (Rows 1-18):

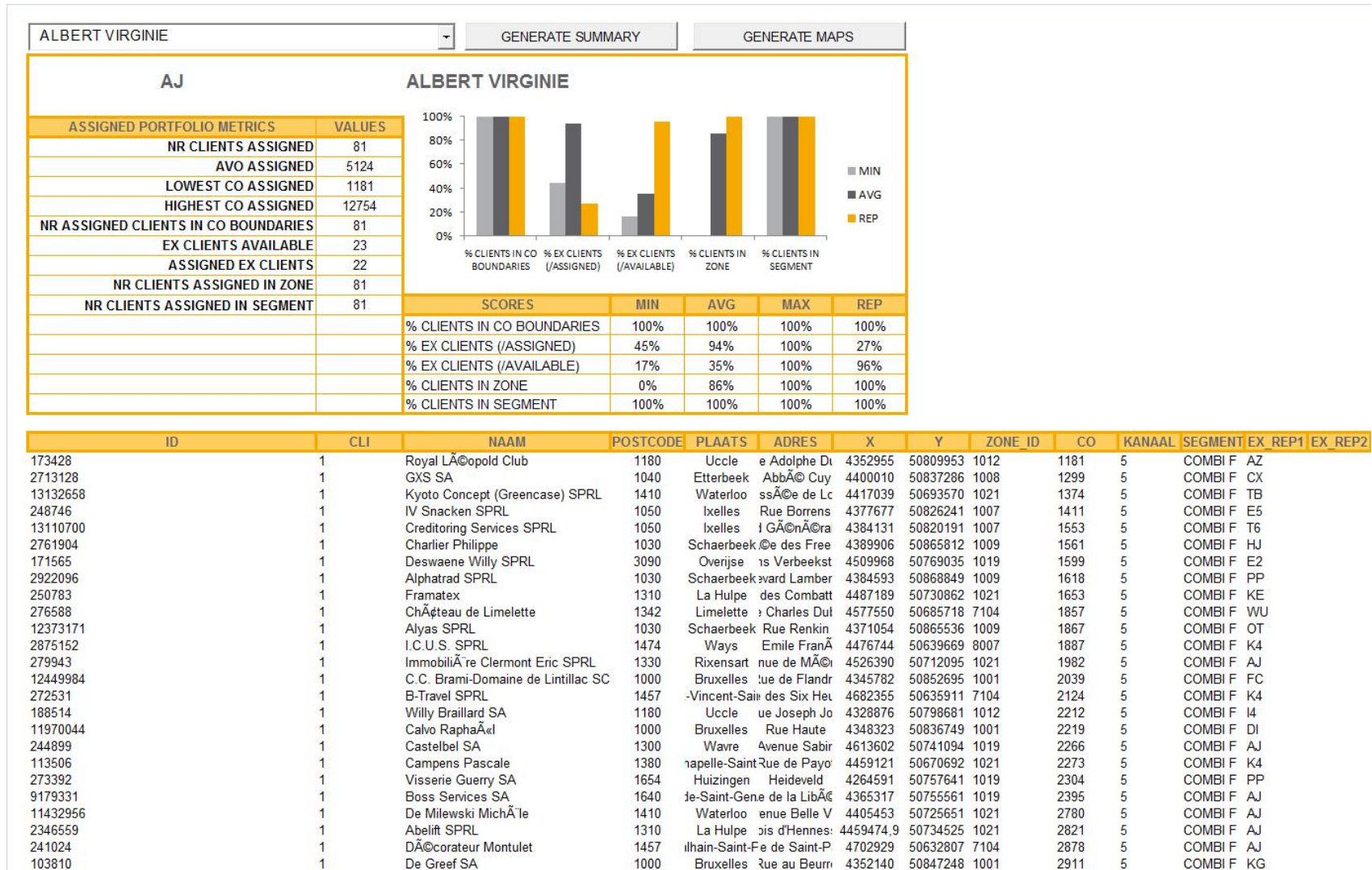
Row	Label	Value	MIN	AVG	MAX	NR_CL	ASSIGNED_AVO	% EX CLNTS	% IN RANGE	% IN SEGMENT	% IN ZONE	% MATCH
1	NR CLIENTS	1711	45%	94%	100%	81	5124	96%	100%	100%	100%	85%
2	ASSIGNED CLIENTS	1711	17%	35%	100%	96	3456	100%	100%	100%	100%	85%
3	CLIENTS TO ASSIGN	0	80%	100%	100%	81	4652	27%	100%	100%	100%	89%
4	NR REPS	22	100%	100%	100%	13	6452	47%	100%	100%	100%	89%
5	REPS WITH MIN CLNTS	20	60%	100%	100%	74	6452	30%	100%	100%	100%	86%
6	REPS WITH TARGET AVO	22	75%	0%	100%	81	5561	37%	100%	100%	100%	87%
7	GET DETAILS		80%	100%	100%	77	4719	49%	100%	100%	100%	85%
8			100%	100%	100%	81	4638	27%	100%	100%	100%	85%
9			100%	100%	100%	81	3179	25%	100%	100%	100%	87%
10			100%	100%	100%	81	3526	49%	100%	100%	100%	83%
11			100%	100%	100%	81	4637	25%	100%	100%	100%	83%
12			100%	100%	100%	81	7566	32%	100%	100%	100%	85%
13			100%	100%	100%	81	5149	32%	100%	100%	100%	85%
14			100%	100%	100%	81	7118	23%	100%	100%	100%	87%
15			100%	100%	100%	81	3480	17%	100%	100%	100%	88%
16			100%	100%	100%	81	3809	42%	100%	100%	100%	85%
17			100%	100%	100%	81	3456	23%	100%	100%	100%	83%
18			100%	100%	100%	81	5472	17%	100%	100%	100%	88%

Client Details (Rows 19-39):

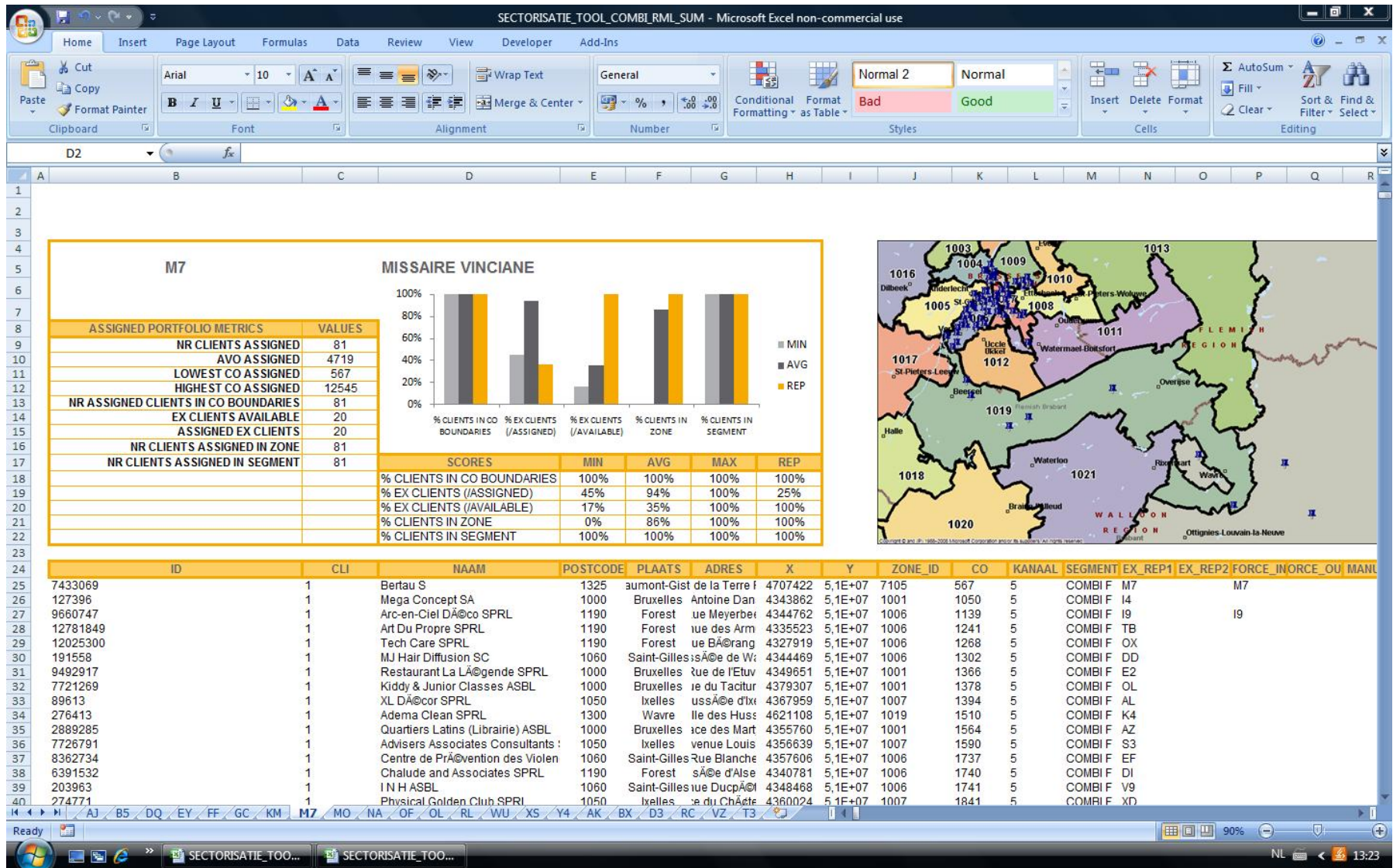
Row	C_ID	C_CLI	C_NAAM	C_ZONE_ID	C_CO	C_SEGMENT	C_EX_REP1	C_EX_REP2	AJ	BS	DQ	EY	FF	GC	KM	M7	MO	NA	OF	OL	RL	WU	XS	Y4	AK	BX	D3	RC	VZ
19	173428	1	al L...opold	1012	1181	COMBI F	AZ		1																				
20	2713128	1	GXS SA	1008	1299	COMBI F	CX		1																				
21	13132658	1	cept (Greenc	1021	1374	COMBI F	TB		1																				
22	248746	1	/Snacken SPF	1007	1411	COMBI F	ES		1																				
23	13110700	1	oring Service	1007	1553	COMBI F	T6		1																				
24	2761904	1	artier Philip	1009	1561	COMBI F	HJ		1																				
25	171565	1	waene Willy!	1019	1599	COMBI F	E2		1																				
26	2922096	1	lphatrad SPR	1009	1618	COMBI F	PP		1																				
27	250783	1	Framatex	1021	1653	COMBI F	KE		1																				
28	276588	1	iteau de Lime	7104	1857	COMBI F	WU		1																				
29	12373171	1	Alyas SPRL	1009	1867	COMBI F	OT		1																				
30	2875152	1	I.C.U.S. SPRL	8007	1887	COMBI F	K4		1																				
31	279943	1	zre Clermon	1021	1982	COMBI F	AJ		1																				
32	12449984	1	Domaine de	1001	2039	COMBI F	FC		1																				
33	272531	1	B-Travel SPRL	7104	2124	COMBI F	K4		1																				
34	188514	1	illy Brailard	1012	2212	COMBI F	I4		1																				
35	11970044	1	alvo Rapha H	1001	2219	COMBI F	DI		1																				
36	244899	1	Castelbel SA	1019	2266	COMBI F	AJ		1																				
37	113506	1	mpens Pasca	1021	2273	COMBI F	K4		1																				
38	272302	1	aria Guery	1019	2304	COMBI F	PP		1																				
39																													



Output screen per representative, providing overview of workload (detail per customer / prospect + general characteristics)



Final result can be stored in separate Excel file (1 tab per representative), including geographical representation of workload



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Conclusion & next steps

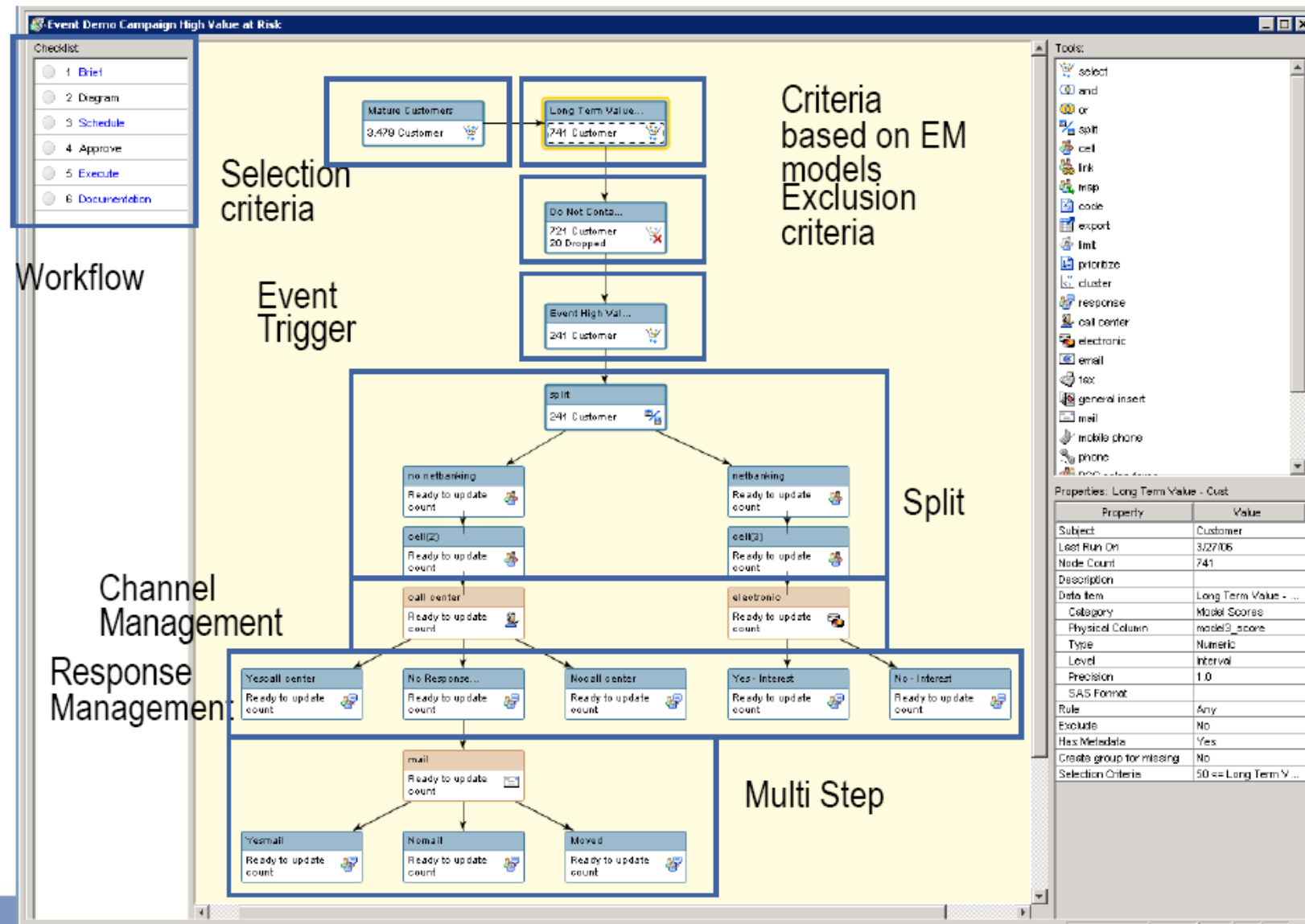
Pros

- Speed (average simulation = 3 min)
- Still allows for manual changes (necessary for adaptation process by Sales Management)
- Flexible in the definition and use of criteria / scenarios
- Ready to use output at all Sales levels
- Small alternations to the model can be done internally

Opportunities

- Quality of the map
- Calculation of distance based on actual road network
- Integration with prior step in the workload preparation chain (segmentation into channels, calculation of number of mandays / #, calculation of com% etc.)
- Full integration of workload planning within SAS Campaign Manager (2010-2011)
 - Less technical, more business friendly user interface

Campaign Management | tool that can help in improving your marketing process



Q & A

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Leen De Backer