



Packcentre Marketing Services: Case Study

Before pocketWIZ:

- Report data especially out of stock results was usually historic and out of date
- Getting visits to reps was both labour intensive.
- Collating possessing visit report results to forward to clients and was costly and labour intensive
- Time sheet management was labour intensive
- Excessive paper, printing and fax usage.

Packcentre Marketing Service chose the pocketWIZ® PDA merchandiser application as it operates on both a PDA phone or a desktop computer that can connect to the internet. It features:

1. Call List screen to easily review store visits.
2. Distribution reporting that includes, Stock Weight, facings, module/bays count, record shelf tickets
3. Easy retrieval of store issues (tickets, Out of Stocks, Not graded, Not Ranged) and promotional calendar that includes promo ID codes.
4. Retail program maintenance, Date Code checking, Price Checking surveys can be edited by simply uploading a new spreadsheet, without the need to reprogra
5. Time Sheets to replace current paper based systems.

The pocketWIZ® web site administration merchandiser application that is viewable from a web browser. It features:

1. Secure login for their customers to download their own reports.
2. Create Distribution report schedules for merchandisers and set call cycles
3. Create once only Task visits
4. Customer login to download spreadsheet format distribution and task reports.
5. Compressive reports for:
 - Out of Stocks, ranging facing and bay counts
 - Pre Sell and promotion compliance visits
 - Date code compliance check
 - Price checking
6. Maintain data via an easy to manage spreadsheets & web content management system
7. Timesheets can be generated on the PDA and download by pay staff and management.

This has saved Packcentre administration staff salaries and management time.