

Background

IN Marketing employs 20,000 field workers across the US and Canada. One division of IN Marketing is responsible for the 'Tyson Shopper Activation Team'.



Challenge

The Tyson Team management needed an efficient way to increase visibility into their field operations, including current workloads, estimated travel distances, audit events and overall metrics that relate to a given district.

Solution

The Tyson Team uses the Cognistix Workforce Management Platform to plan and record all of their events. All events are scheduled within Cognistix and a calendar is generated to display all work assignments as well as their related audit reports.

Results

Using Cognistix, field staff can complete event reports that include photographic evidence so that management can "inspect what they expect". Administrative staff has the ability to review all assignments and can investigate failed call reports to correct errors in a timely manner. Regional Managers can view all of their districts to validate that events are executed at 100% and ensure that the results can help the success of the program.

Feedback

"Cognistix helps me to be a better and more organized manager. I will continue to use this program to my advantage and to keep myself and my team on the TOP!" – Michelle Conley, Regional Manager, Tyson Shopper Activation Team