

Real-time sales reporting solution that allows salespeople to enter information via SMS/text message or smart phone directly into the PSI system via their mobile phones.

Client Profile

Population Services International (PSI) is the leading nonprofit social marketing organization based in Washington, D.C. With programs in malaria, reproductive health, child survival, and HIV, PSI promotes healthy behavior and sells products and services that enable low-income and vulnerable people to lead healthier lives.



Situation and Challenges

In various states in India, PSI is implementing a social marketing program that sells condoms, oral contraceptive pills, water purification solutions and other health care products. In keeping with its mission, PSI encourages 'non-traditional' outlets such as Pan Shops, Dhabas, and Groceries to stock contraceptives and health care products. To ensure the success of PSI's social marketing program, an efficient sales tracking and management system had to be implemented.

- **Paper Pyramid:** The existing system of paper forms took up to 45 days for national PSI decision-makers to see sales reports, making the organization unable to quickly respond to market changes.
- **Time is Money:** Filling out lengthy forms took time that could have been invested in furthering sales.

Solution

The PSI STARS program, is a multi-channel system that allows salesmen to enter their sales information as they are out on sales calls directly into the PSI system via their mobile phones. Managers can see this information in real time as it is entered through the use of customized data dashboards.

PSI launched a pilot program of the Voxiva-designed PSI Sales Tracking and Reporting System (PSI - STARS) in all 32 districts of Rajasthan. During this pilot program there were on average 204 forms submitted every day by 30 field officers. 70% of all of these submissions made during the pilot phase were through SMS text messaging.

After a successful pilot, the STARS system has been rolled out in 22 states and union territories in India. The application will be used by 400+ field officers and approximately 100 other users.

Benefits

- **Real-Time Data Collection:** Users can submit data into the PSI system from anywhere. Once submitted, collected data are instantly published to a database and used to create reports such as the PSI Daily Activity Report. This report can then be accessed by other authorized users through any web browser anywhere in the world.
- **Multiple channels:** PSI field officers can submit reports directly without having to wait for a computer or a phone line. Using a smart phone, SMS, or the internet, sales people can file activity reports and outlet information at anytime, from anywhere.
- **Accountability:** If field personnel don't submit a form in 3 days, the system automatically notifies the sales manager. This allows the managers to stay on top of their sales force without having to spend time combing through activity reports.
- **Advanced Data Analytics:** The STARS system analyzes and presents sales records in a variety of user-friendly charts, tables, and maps. Interactive, customized dashboards allow managers at all levels to view critical sales information in real time and make informed decisions about sales, personnel, outlets, and supply.