

Territory planning at Rotkäppchen

Initial situation

Rotkäppchen has been working with our geomarketing software RegioGraph for years and initially carried out its sales territory planning independently. However, due to major adjustments within the sales structure, this became increasingly complex, which is why Rotkäppchen approached us for support in planning the territories and implementing it in the company. The aim was to create a new and uniform regional structure with a total of 30 sales territories in Germany.

Approach

Based on the information about the number of customers, visits, potential and workload, the status quo was mapped. A dealer classification was then carried out based on several variables – such as sales potential – as well as a radius analysis to determine planned visits. The company was presented with three planning scenarios with different weightings of the variables and the team decided which one best suited Rotkäppchen’s strategy.

In the subsequent on-site workshop, the detailed planning of the regions and the recalculation of the workload took place

based on the visit and travel times of the field staff (GfK Traveling Salesman).

At this point, the optimal places of residence for the field staff were determined.

After the regional structure had been successfully adjusted, the results and the resulting structural changes were communicated within the team. Each field representative was provided with a handout containing region maps.

Result

Based on the information on the total number of customers, the A customers and the desired capacity utilization of the field staff, Rotkäppchen’s existing sales territories were optimized, the customers were classified based on potential data and specific visit requirements were set. In addition, optimal locations for unoccupied areas were defined. In this way, efficiency could be increased, and the potential could be optimally exploited.

The transparent approach as well as GfK’s many years of experience and objective argumentation created the basis for open communication with all stakeholders in the company.



„The intensive collaboration and numerous workshops with GfK gave us new perspectives and opportunities for our regional sales territory reform. Quick feedback and top analyses helped us throughout the project to gain an even better understanding of our sales territories. We were in close communication from the beginning to the rollout, which made the project a complete success for us.”

— Michael Reiser, Head of Field Sales, Rotkäppchen