

Global Distributors Collective



Digital solutions for last mile distributors

Experiences from the GDC
Innovation Challenge pilots

Webinar: 9th December 2021

Practical
ACTION

HYSTRA
hybrid | strategies consulting

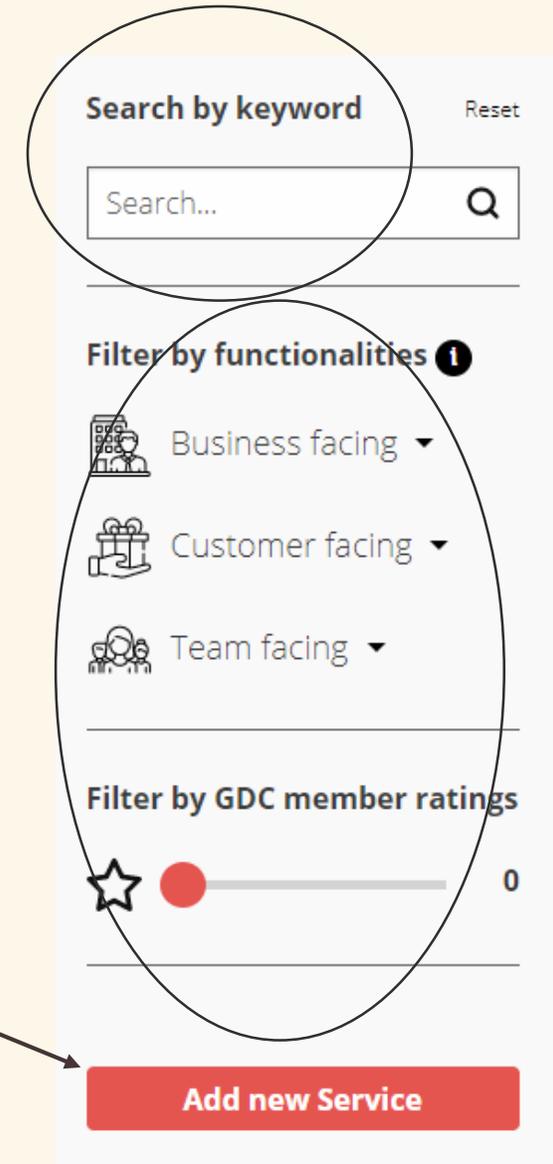
bop
inc

The GDC is hosted by Practical Action, alongside implementing partners Hystra and Bopinc

GDC Digital Service Catalogue

- Launch of new platform for distributors
- 70+ digital services, used and reviewed by GDC members
- Find a solution to suit your needs, leave a review, or suggest other services

Supported by:



Today's agenda

GDC scene-setting

- **Maad and VITALITE Senegal pilot**

- Lessons from partnership
- Change management plan
- Live demo

- **Optimetriks tool**

- Development of tool
- Live demo

- **Q&A**

Wrap up and close



Photo credit: Bopinc

Participants



Pilot team



Maad
(Service provider)

Jessica Long
Co-Founder/CEO
Sidy Niang
Founding Partner

VITALITE Senegal
(GDC member)

Frederique Sheridan
Founder and CEO

Optimetriks
(Service provider)

Paul Langlois-Meurinne
CEO
Malena Macassi
Marketing Analyst

Maad and VITALITE Senegal





**Mobile first field management software
for offgrid solar**

Incubated
by

orange™



Challenges that led Vitalite to seek a digital app

- Productivity of agents;

- Are they where they say they are (Routing)
- Do they what they say they do (4R's)

Check in- out (track hours)

Improve after sales ; quicker and more cost effective (GPS)

Set KPI's on agent level, incentives and being able to track

Stock tracking

Territorial coverage

Being able to use the app (of course) on- and offline



Data Collection: Form Configuration

Flexible workflows for clients

Supported use cases

- Timesheets
- Demos
- Installations
- Repairs
- Agent servicing
- ...and more

Configure form logic in a supercharged Google Forms style interface



Then see the forms directly on agents' phones -- offline syncing happens automatically



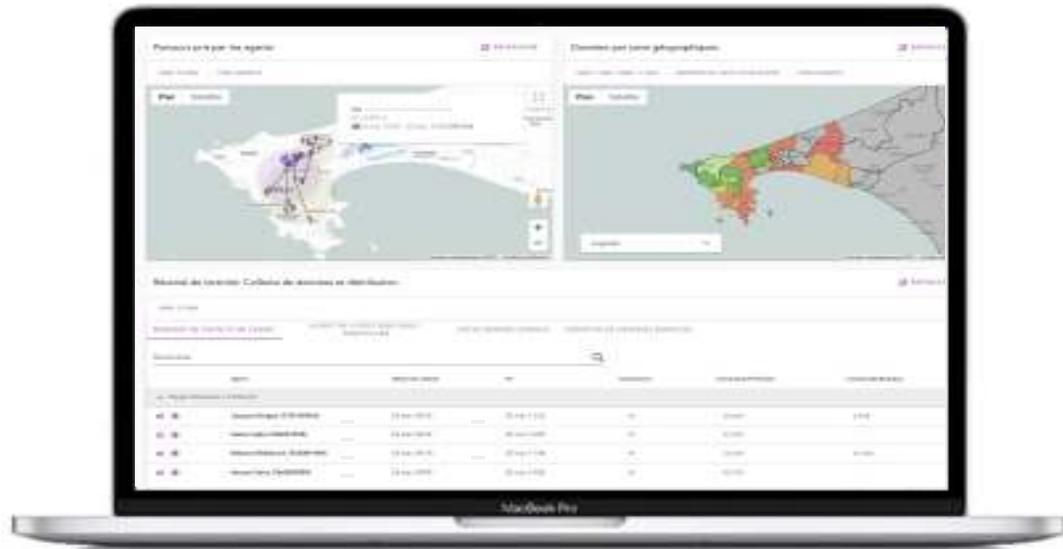


Activity Tracking

See a live stream of agent activities, and filter by what is relevant



Track daily agent submissions on the web dashboard

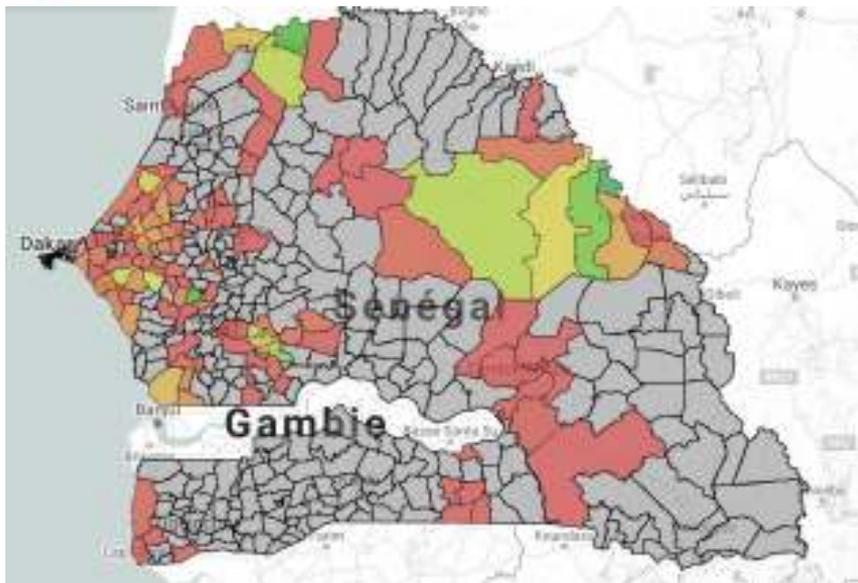




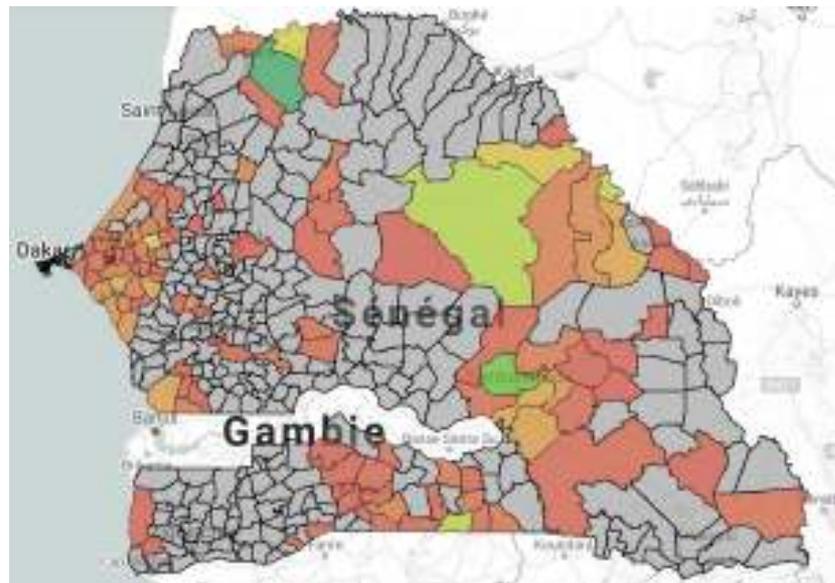
Live Demo (App)



Example strategic questions



Demos run



Sales made

Do demos run in more urban areas lead to sales in more rural areas ?



Scale up to multiple countries

*Vitalite Zambia and Maad worked together to manage a fully remote scale-up process.
100 agents are currently using the app in Zambia*



Entity Tracking - Agents

RCs can track whether SSRs on on-track to meet their agent servicing goals. Visible from the application (online-only) and the web dashboard.

	Name	City	Balance	Profile	Progress
Agent Servicing - Local					
	Wazimbo Simoniwa 0997044555	Lilongwe	14	12	30%
	Uthman Ngalala 9997000910	Lilongwe	17	17	100%
	Abdi Nkula 9997084800	Lilongwe	18	18	100%
	Androo Indaboni 0777768888	Lilongwe	9	0	
	Samson Mvula 0993307433	Lilongwe	23	18	
	Chadwa Tembo 0773904801	Lilongwe	2	0	
	Dumbo Mwanani 0101	Lilongwe	16	16	

Possibility to drill down further and look at a complete list of all agents managed by a team or by a particular SSR.

The screenshot shows a detailed view of an agent's profile. On the left, there is a list of agents with columns for Name, City, Balance, and Profile. The main area displays a map of Malawi with various regions marked. Below the map, there is a table with columns for Name, City, Balance, Profile, and Progress. The Vitalite logo is visible in the bottom right corner.



Entity Tracking - Products

HQ can see a list of unreturned products, who last tracked them, and how many days it's been

Field staff scans products that they are transporting



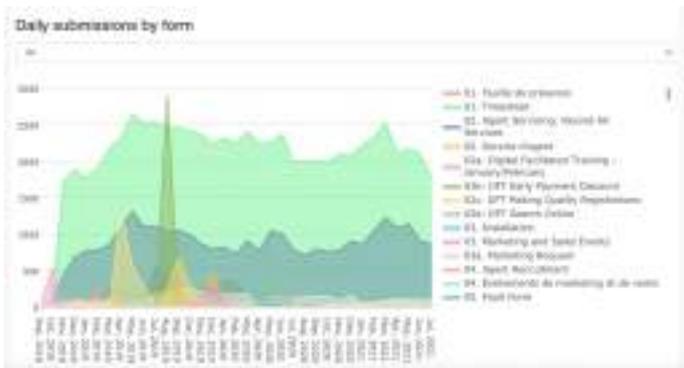
ID	Item	Status	Location	Last Tracked	Days	Operator
10001	10001	Unreturned	10001	10001	10001	10001
10002	10002	Unreturned	10002	10002	10002	10002
10003	10003	Unreturned	10003	10003	10003	10003
10004	10004	Unreturned	10004	10004	10004	10004
10005	10005	Unreturned	10005	10005	10005	10005
10006	10006	Unreturned	10006	10006	10006	10006
10007	10007	Unreturned	10007	10007	10007	10007
10008	10008	Unreturned	10008	10008	10008	10008
10009	10009	Unreturned	10009	10009	10009	10009
10010	10010	Unreturned	10010	10010	10010	10010



Default Reporting Options

Maad

SurveyCTO + Google Sheets



Name	Age	Height	Weight	Photos
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1



Name	Age	Height	Weight	Photos
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1
Agnes Bening Bening	2000-01-01	150	45	1



Live Demo (Dashboard)



VIALITE Senegal – Solar LMD learnings;

We developed a 6-step implementation approach;

<https://nextbillion.net/digital-solutions-last-mile-distribution-sales-agents/>

- We completely professionalised our agent model (being in a growth phase)
- Able to better coach our agents, following their performances on the platform, lots of repetition
- To implement & Analyse performances we needed to appoint a CDC; (Coordinateur Digital Commercial); for training, keep boosting usage, light or full version for different levels (keep it simple)
- Understand and use collected data and adapt policies accordingly (routing, KPI's repairs, where to go next)

Some difficulties encountered :

- Excuses of agents not having the right phone (or memory space free)
- Difficult to keep motivating usage of app; how to mitigate (HQ and agent level)
- Track also sales from leads, as they don't use the app (add on)



Maad – Digital Services Provider lessons

- **Last Mile Distributors have very different organizational models**
 - Therefore, digital tools should adapt to different use cases
- **Per-agent pricing models do not work well in the solar LMD sector**
 - Maad moved to a bucketed pricing model, based on Vitalite's feedback
- **Solutions take a bit of time (2-3 months) to show impact**
- Digital tools support workflow standardization and data collection
They also confront internal notions about how work gets done to the lived realities of field work.
 - Processes should adapt in response to lessons learned during a digital tool rollout
- **Data-driven management is a skill that takes time to develop**
 - Having the data is not enough; it takes dedicated coaching to help managers think about how to use this data
- **Interoperability remains a challenge**
 - Be very clear about exactly how tools should interact at the start of a project



maad

Thank you!

Challenging status quo

Senegal:
Sidy Niang
sidy@maad.io
+221 77 875 20 20

Q&A

VITALITE Senegal and Maad

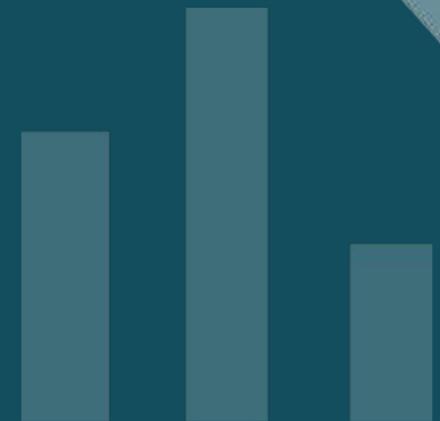


Optimetriks



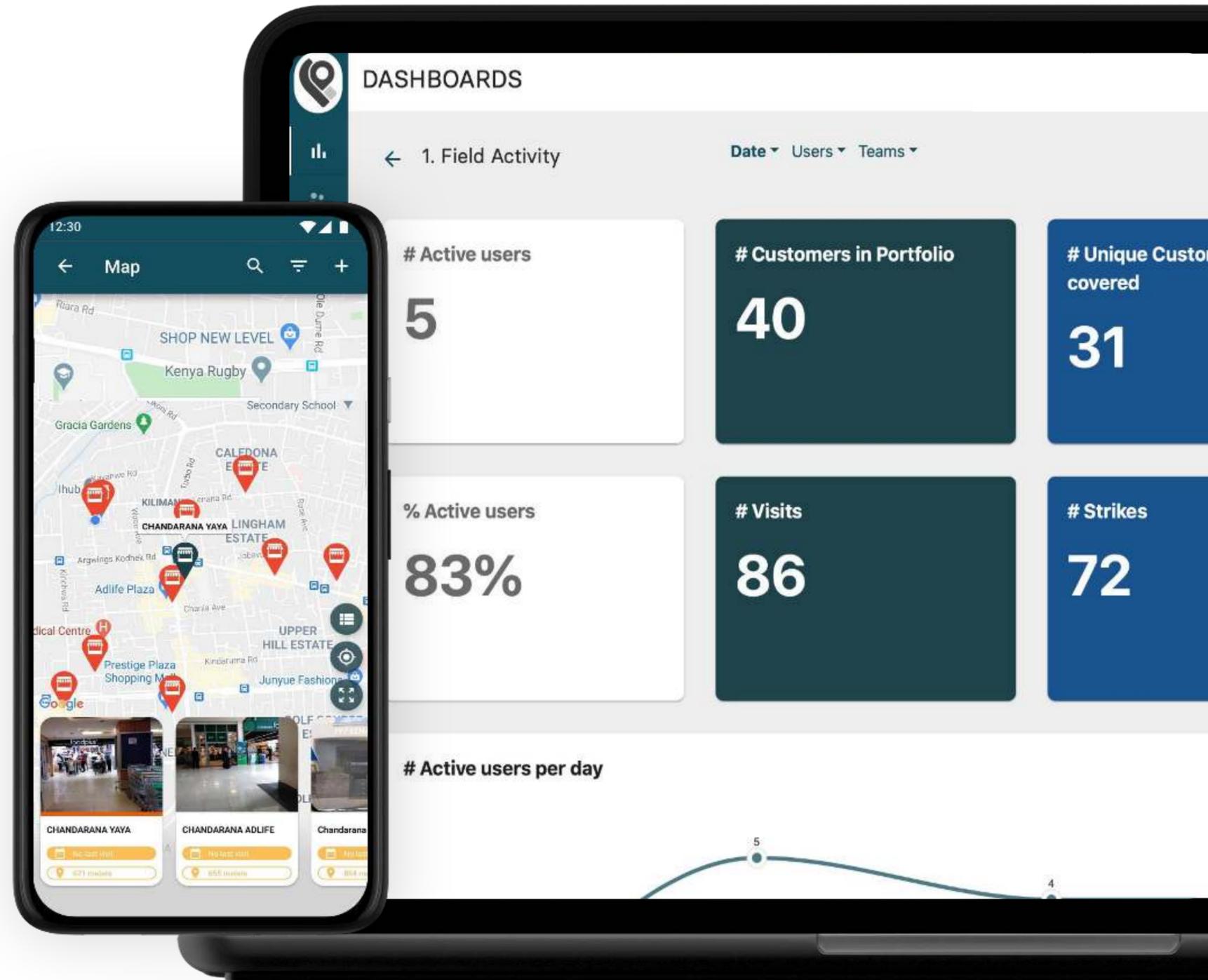
FieldPro

by Optimetriks



Connect the dots, from the field to the office

FieldPro is a software platform that helps companies digitise and automate field operations with mobile-first data collection workflows and real-time analytics.



The GDC Project with upOwa

Lessons learned:

- Key functionalities: offline mode, real-time synchronization, user friendly and intuitive design.
- Dedicated training to ensure adoption
- Start with a simple use case to identify opportunities or barriers in adoption.
- Internal process documentation is key to evaluate the adaptability of the digital solution.

How we adapted?

Creation of a simplified version of our product as a first step for digitisation. The Starter Plan involves basic use cases, Field Force Monitoring and Mobile CRM, with predetermined performance dashboards.



A tool adapted for Last Mile Distributors

Real-time synchronization between mobile and web app



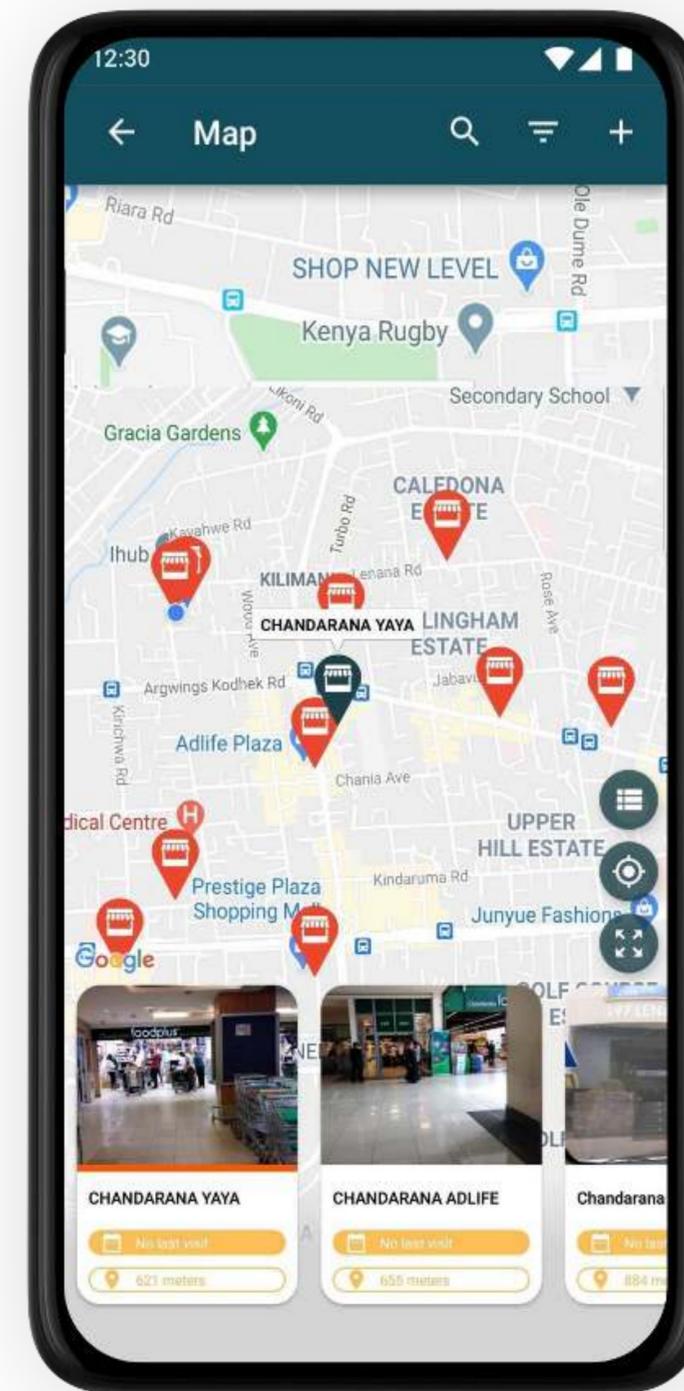
Work 100% offline and synchronize later



Use the app without consuming all your data



User friendly design for an easy adoption



We address key use cases to thrive in your distribution



Field Force Monitoring

Know what your staff is doing and where they are going (GPS tracking)



Offline Mobile CRM

Register new clients and build a comprehensive and accurate database of them.



Sales Automation

Track and automate all sales processes through custom workflows.



Mobile Inspection

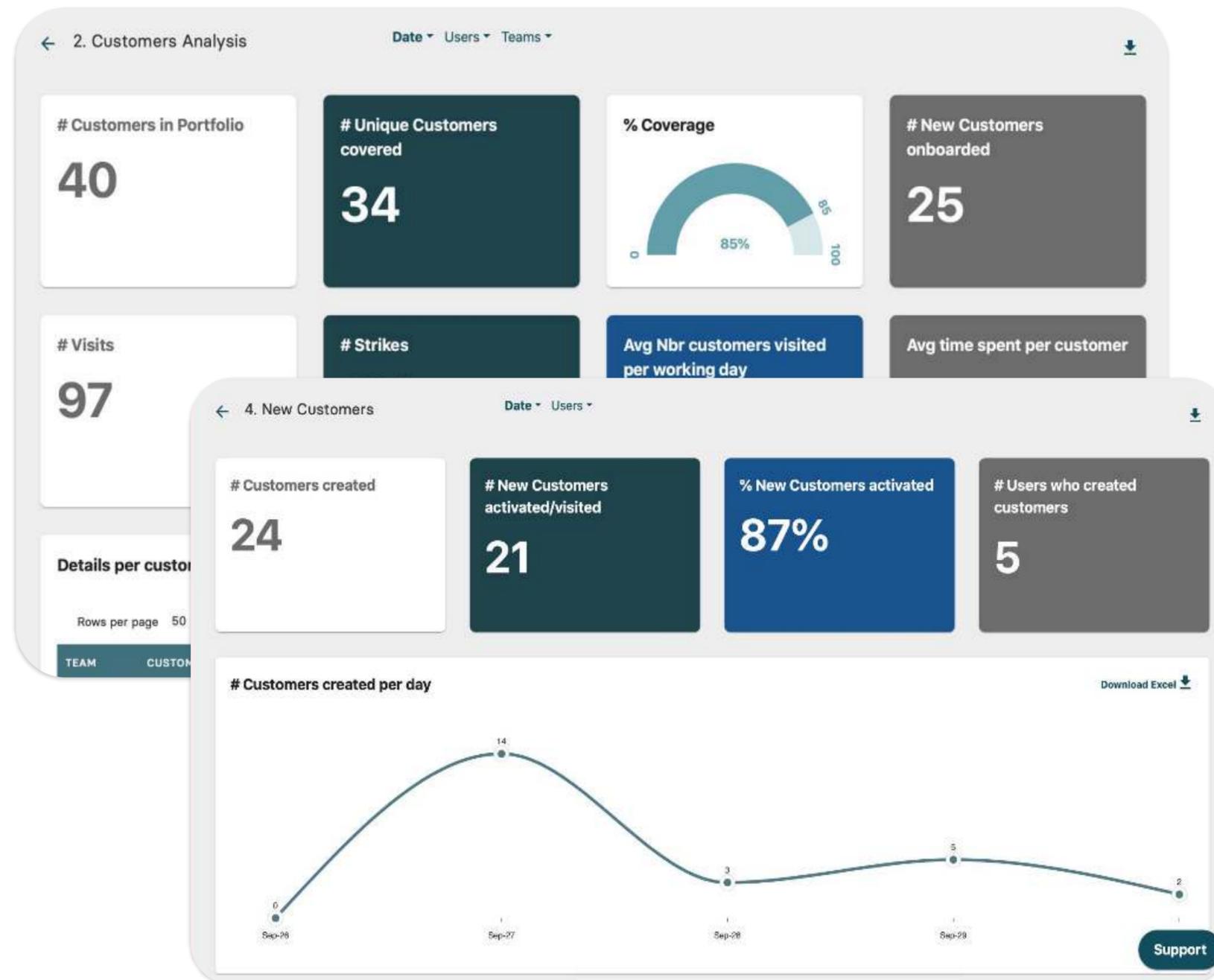
Monitor field inspections with customized workflows.



No-code App builder

Replicate any field process with our workflow builder to collect any type of data.

Obtain full visibility from your field operations



Access to real-time analytics reports to monitor performance from your field force and your field operations:

- ✓ Web and mobile
- ✓ Customisable
- ✓ Various charts
- ✓ Excel & PDF

Our solution in numbers

4.5 ★
app rating

10 000+
active users

5+
languages



35
team members

50+
clients

25+
countries

A strong local footprint in Africa

We have a unique presence in Africa working with clients in more than 25 countries.

Our branches are located in key geographies:

- ✓ Kenya
- ✓ Senegal
- ✓ Nigeria
- ✓ Ghana



Q&A

Optimetriks



Wrap-up and close

- Interested? Poll
- Digital Service Catalogue
- Webinar follow-up and recording
- 2022 webinars: e-commerce, scaling-up, and more!

Get in touch:

GDC@practicalaction.org.uk



Photo credit: Bopinc