

BlueMarble Retail: **Fleet on Street (FOS) Management Solution Guide**

Introduction

For telecom operators, managing a large field sales force (FOS) efficiently is crucial for optimizing retailer engagement, sales execution, and last-mile distribution. Manual processes, lack of real-time tracking, and inefficient route planning often lead to missed sales opportunities, low productivity, and revenue leakage.

Comviva's BlueMarble Retail provides an advanced Fleet on Street (FOS) Management Solution that enables real-time route planning, automated attendance tracking, retailer engagement, and sales execution, ensuring maximum efficiency in field operations.

Key Features of BlueMarble Retail's FOS Management



Mobile-Enabled FOS Operations

- » FOS Mobile App available in multiple languages for seamless on-the-go operations.
- » View daily visit plans & mapped retailers directly on the mobile app.
- » Real-time inventory tracking at retailer locations.
- » Capture sales transactions & process payments from retailers on-site.
- » Visit Management with Check in and Checkout Functions
- » Visit Management Control with Geo-Fencing
- » Adhoc Visit Management: To Visit unplanned visits
- » Auto-attendance tracking based on transaction completion at retailer points.



Intelligent Route Planning & Geo-Tracking

- » Dynamic route planning & allocation based on mapped retailers.
- » Automated notifications & SMS alerts to FOS regarding visit schedules.
- » Geo-validation for attendance tracking to prevent false reporting.
- » Offline mode functionality – transactions sync automatically when network restores.
- » Distributor-level dashboard to monitor FOS movements & visit history.



Retailer & Sales Expansion Management

- » FOS can capture new retailer leads and initiate registration.
- » Auto-GIS location tagging for accurate retailer profiling.
- » Distributor approval system for retailer onboarding & commission assignment.
- » Retailer stock tracking for efficient replenishment & targeted promotions.
- » Retailer-FOS mapping system for structured field operations.



Payment Collection & Order Processing

- » Mobile payment logging & tracking against sales orders.
- » Automated invoice generation & reconciliation via the FOS app.
- » Multi-payment options including cash, card, digital wallets & mobile top-ups.
- » Real-time sales transaction tracking with distributor-level visibility.



FOS Performance & Compliance Monitoring

- » Distributor dashboard for real-time tracking of FOS visits & productivity.
- » Auto-blocking of inactive retailers for non-payment, moved shops, or voluntary suspension.
- » Configurable approval process for blocking/unblocking retailers.
- » Fraud prevention with geo-tagging & triangulation-based verification.

FOS Survey:

To enable the perform configurable survey.

Survey can be capture Market information, Competitor Survey, Product Feedback and other purpose

Comprehensive Reporting & Analytics

BlueMarble Retail provides ready-to-use reports for real-time insights into FOS performance and retailer engagement.



FOS Operations Reports

- » Daily Route & Visit Plan Report – Track planned vs. completed visits.
- » FOS Attendance Report – Auto-logged check-ins & activity logs.
- » Retailer Mapping & Engagement Report – Monitor retailer assignments & performance.



Sales & Payment Collection Reports

- » Order Completion & Sales Transactions Report – Track retailer orders & completions.
- » Retailer Payment Report – Monitor outstanding payments & collections.
- » Commission & Incentive Report – Track earnings based on FOS performance.



Retailer & Expansion Reports


- » New Retailer Lead Report – Analyze market expansion potential.
- » Stock Availability at Retailer Report – Optimize inventory distribution.
- » Retailer Blocking & Suspension Report – Track inactive or suspended retailers.

Business Benefits of BlueMarble Retail's FOS Management

- » 30% increase in FOS productivity with optimized visit planning & tracking.
- » Real-time visibility into field operations for proactive decision-making.
- » Higher retailer engagement & faster expansion with lead capture & automated onboarding.
- » Reduced revenue leakage through automated attendance, order tracking & fraud prevention.
- » Seamless distributor-level control over fleet operations & sales performance.

Conclusion

BlueMarble Retail's Fleet on Street (FOS) Management Solution enables telecom operators to digitally transform field sales operations, improve productivity, and drive last-mile sales efficiency through automation and AI-driven insights.

 Interested in optimizing your FOS operations?
Let's discuss how BlueMarble Retail can help.

