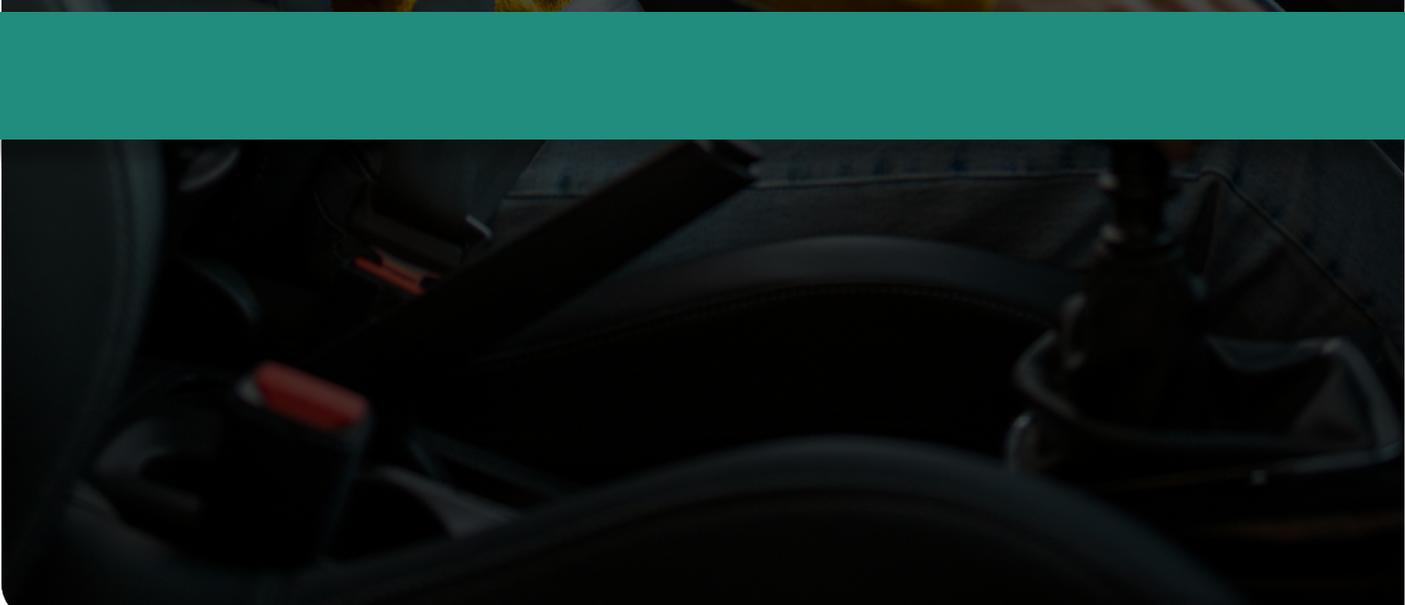




**Toolkit for reducing carbon
emissions & optimising your
field force team**



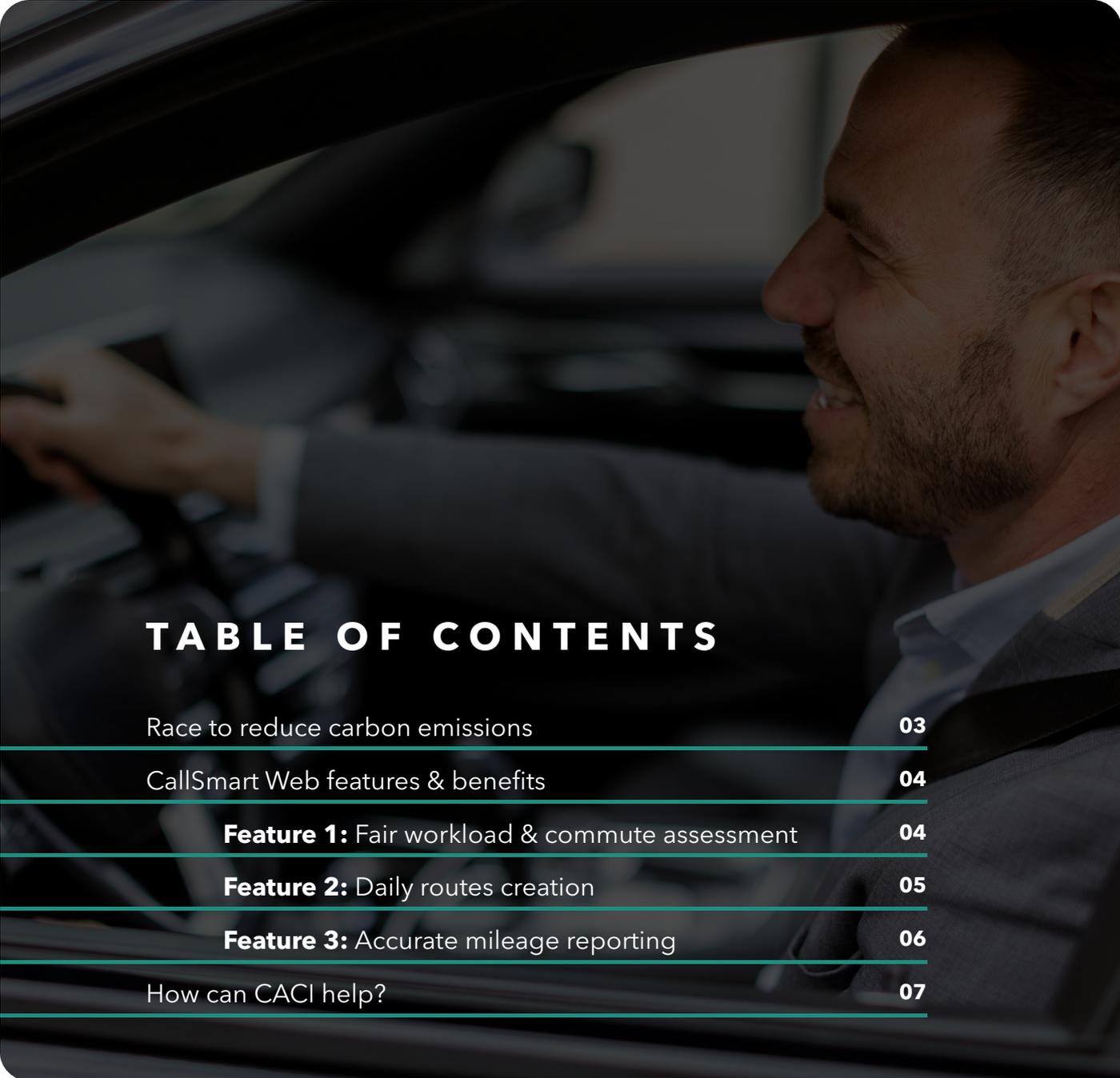


TABLE OF CONTENTS

Race to reduce carbon emissions	03
CallSmart Web features & benefits	04
Feature 1: Fair workload & commute assessment	04
Feature 2: Daily routes creation	05
Feature 3: Accurate mileage reporting	06
How can CACI help?	07

With the UK on its mission towards achieving **net zero carbon emissions by 2050**, industries such as Fast Moving Consumer Goods (FMCG) and Consumer Packaged Goods (CPG) that rely heavily on transportation must face new realities of implementing 'green' practices, the effects of climate change and more to adhere to these guidelines and remain successful into the future. In fact, findings from CACI's own State of the Nation Survey show that as many as **84%** of consumers support the government's goal of achieving this, with up to **50%** of respondents opting for brands that can achieve even earlier net zero targets.

So, what options do companies within FMCG have available to implement these changes?

In this whitepaper, we'll explore the varying features of CallSmart Web, CACI's route optimisation software, including its impact on reducing carbon emissions and additional benefits and use cases that would enable your own organisation to cut mileage, costs and emissions.

RACE TO REDUCE CARBON EMISSIONS

Bearing the UK government's net zero carbon emissions guidelines in mind and consumers' changing mindsets – where **27%** of CACI's State of the Nation Survey respondents are increasingly purchasing locally grown or manufactured goods – companies must equip themselves with software and tools that will reduce their field sales teams' driving time, mileage, and ultimately their carbon emissions.

Depending on the company, considerations ranging from increasing the number of electric vehicle (EV) charging stations to allowing for additional breaks throughout the sales reps' working days to ensure their vehicles are charged will need to be made.

CallSmart Web can ensure this is achieved. These considerations can be included in the call schedules generated, and once schedules are built, the mileage/kilometrage per day will be known. Any range problems can be determined early on to understand when a sales rep would need to refuel. The time needed for charging stops can also be blocked out by using various features such as increasing lunch breaks, finishing earlier on certain days and more.



CALLSMART WEB FEATURES & BENEFITS

Call scheduling is highly complex and demanding for field sales teams to execute. The most effective method of automatically optimising call sequences is by using CACI's call scheduling and route optimisation software, CallSmart Web. It produces the most effective routes for each working day by using state-of-the-art algorithms. Not only does this reduce costs and mitigate environmental impacts, it also frees up your field sales team's time to do more of what they do best: **selling**.

Many organisations are recognising the benefits of CallSmart Web, with reduced drive times resulting in fewer miles travelled, an increase in visit coverage, a fall in CO2 emissions and **70%** less time spent on routing.

Feature 1: Fair workload & commute assessment

While some field sales reps may be confident in their call scheduling, automated software solutions will yield much greater efficiency and revenues. When used alongside our InSite FieldForce territory optimisation software, CallSmart Web ensures target visit rates are consistently met, instilling confidence in your team's visit rates being achieved and maximising route efficiency once territory efficiency has already been met.

By using detailed road models, accurate estimates of drive distance and time can also be reached. This ensures that any sense-checking of your team's workload can be conducted more effectively to better understand each rep's commute and meet their goals with confidence. It will also result in reduced planning times, improved morale and a better work-life balance.

It is worth noting the importance of a balanced workload across your team, which can be checked and corrected in InSite FieldForce to ensure an even distribution. This will give CallSmart Web the best chance of producing the most efficient call schedules. When used together, the two products form part of the route-to-market process covering headcount, territories and routing, and can be used within any region worldwide.



Feature 2: Daily routes creation

The expenses that come with operating field sales teams can quickly add up, causing organisations to find ways to cut corners on field sales reps' driving times so that they can sell more. After all, expert field sales reps are skilled at selling, not necessarily at planning driving routes.

Devising an optimal route includes a variety of factors, ranging from visits and drive times, worktime legislation, overnight stops and visit restrictions to decision-maker availability, rurality and more. With all that in mind, field sales reps would struggle to achieve an optimal sequence of calls on their own. And certainly, would not be able to complete it anywhere near as fast as a route optimisation algorithm, especially when their priority should be selling.

CallSmart Web eliminates the need for teams to plan their own routes by automatically optimising your team's daily routes by territory, enabling your field sales reps to reduce their mileage and maximise their visits without sacrificing time to manual planning. Accounting for restrictions on both the people and store side, driving time reductions of as much as **18%** can be achieved compared to existing schedules. Automatically optimising routes for the whole team across the call cycle will also help your organisation reduce planning time by as much as **70%**.

An example of a daily route can be seen below.

The screenshot displays the CallSmart Web interface. On the left, a map shows a blue route starting from a central point (Washington) and visiting five numbered locations: 1 (Colsett), 2 (West Auckland), 3 (Blaydon), 4 (Seaton Carew), and 5 (Harrogate). The right-hand panel provides details for the caller, Nimsdai Purja, including their address (T02 - 32 Station Road, DH 3 1ED) and optimization settings (Fast and Full). It also lists working hours (08:00 - 16:30), lunch window (11:30 - 14:30), and lunch break (60 mins). Below the map, a schedule for Cycle 3 - 30 June 2024 is shown, divided into Week 1 and Week 2. The schedule is a grid where rows represent time slots from 6am to 5pm and columns represent days of the week. Visits are indicated by colored blocks with store names like Aldi, Netto, Costco, and Waitrose. Lunch breaks are marked as 'Lunch'.

Time	Week 1 Mon (3)	Week 1 Tue (4)	Week 1 Wed (5)	Week 1 Thu (6)	Week 1 Fri (7)	Week 1 Sat (8)	Week 1 Sun (9)	Week 2 Mon (10)	Week 2 Tue (11)	Week 2 Wed (12)	Week 2 Thu (13)	Week 2 Fri (14)	Week 2 Sat (15)	Week 2 Sun (16)
6am														
7am														
8am														
9am	Aldi	Aldi	Indepe	Waitro				Aldi	Aldi	Indepe	Indepe	Waitro	Aldi	
10am	Aldi	Aldi	Netto	Costco				Aldi	Aldi	Indepe	Aldi	Aldi		
11am	Aldi		Aldi	Aldi				Aldi	Indepe	Aldi	Waitro	Costco	Aldi	
12pm	Lunch	Costco	Lunch	Lunch				Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
1pm														
2pm	Costco	Indepe	Indepe	Aldi				Aldi	Aldi	Indepe	Indepe	Indepe		
3pm	Aldi		Netto	Aldi				Aldi	Aldi	Netto	Aldi	Indepe		
4pm		Aldi		Aldi										
5pm														

The purpose of the CallSmart Web software is to take the assigned visits, the field sales representatives, and the parameters and quickly produce efficient schedules via an optimisation algorithm that prioritises maximum visits, and minimal driving time.



Feature 3: Accurate mileage reporting

With organisations facing increased challenges in achieving efficiencies and reductions in their environmental impact and emissions, finding ways to reduce field sales reps' driving times has become a focal point. Most field sales teams, however, will be unable to avoid driving all together, with it typically being the most sensible and quickest way to travel for their role.

CallSmart Web's accurate mileage reporting can help your organisation understand what field sales teams are currently doing and what they're capable of achieving through an easy and quick analysis of drive distance and time figures, accessible via the software's customisable exports. These insights can help you assess your environmental impact based on your driving time, mileage and carbon emissions.

READY TO OPTIMISE YOUR ROUTE PLANNING?

CallSmart Web identifies the most efficient call sequences for field sales reps, reducing their driving time and mileage and cutting costs for your organisation. It is backed by a team of experts who use CallSmart Web daily and will provide consultative support to help you achieve your goals.

To discuss CallSmart Web in more depth with one of our experts, [contact us today](#).



Call: +44 (0)20 7602 6000

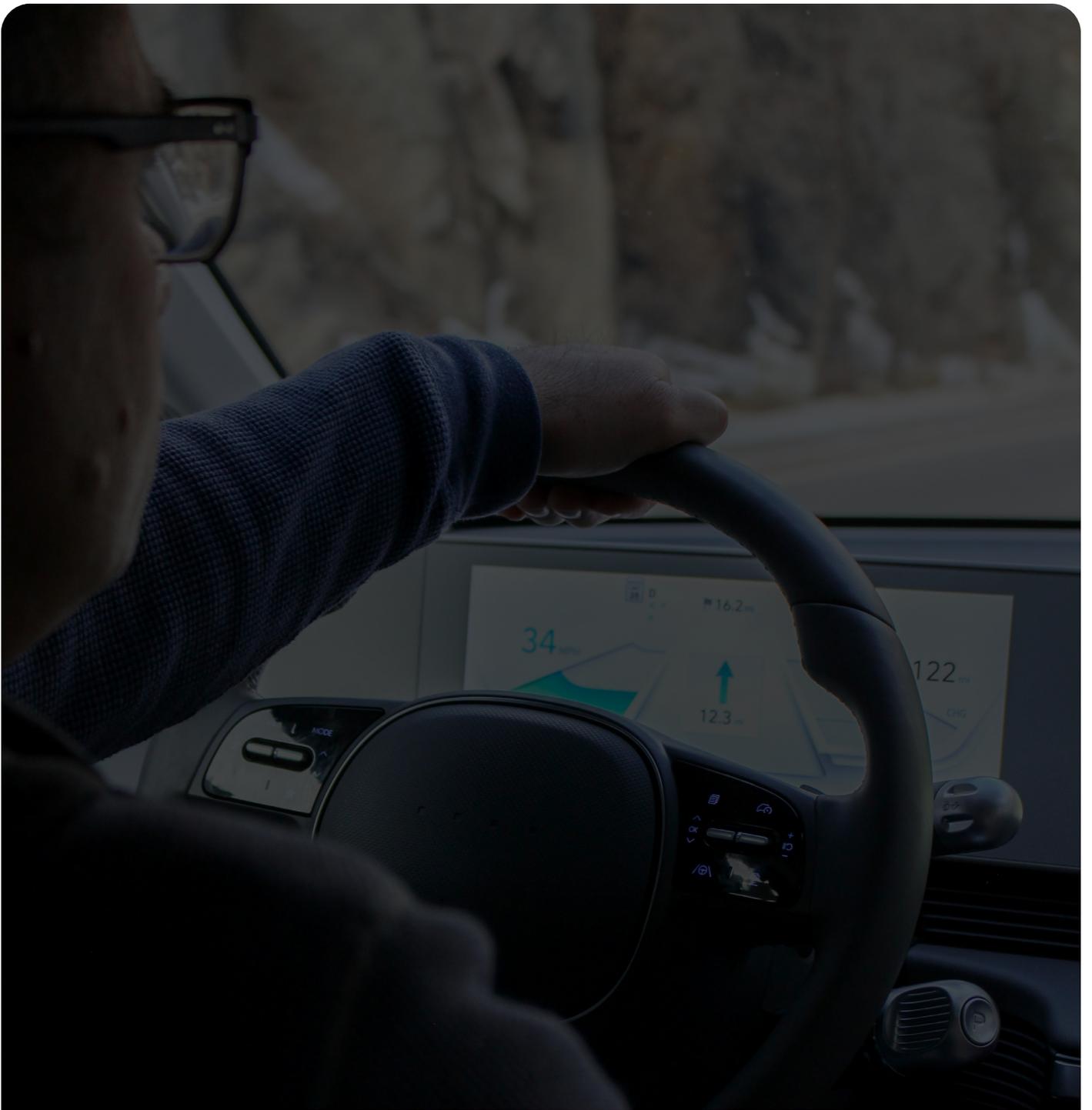


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