

Thanks to the new sales force automation enabling to collect granular data, consumer goods distribution is becoming more and more data driven. As such, it can be managed more scientifically, thanks to the use of the right KPIs. Defining the right KPIs to measure and ensuring you are measuring them well and consistently represents a key success factor in a successful commercial activity. Below is a list of KPIs that can be useful to track the performance, as a reference. Pick the ones that make sense based on your sector / activity.

Field Force Visit

- Daily visits per calls per sales representative = total number of visits / total working days
- Client coverage (%) = Nbr. of client visited / total number of clients in portfolio
- Number of unique clients visited
- Visit frequency = average number of visits by client or client type
- Numerical distribution (%) = Nbr of shops with brand - category - product presence / total number of shops
- Work duration = Duration between Check-in at first Call and Check-out at last Call
- Instore work duration = Duration between Check-in and Check-out in the store
- Total Instore duration = Sum of all the Instore Work Duration (in general for a specific day and a specific rep)
- Transport duration = Difference between last Check-out and new Check-in
- Total Transport duration = Sum of all the Transport Duration (in general for a specific day and a specific rep)
- Route compliance (%) = Nbr. of clients visited on the route / number of clients on the route
- Average working start / end time
- Average time spent per store
- Distance moved

Field Sales:

- Strike rate. % of visit with sales
- Sales value per day per sales representative
- Lines per productive calls. Number of products sold per visit
- Number of active sales representatives
- Number of calls (= visits with a sales)
- Drop size = sales value / number of sales
- Total quantity sold (drill down by product category / item)
- Total value sold (drill down by product category / item)
- Frequency of purchase

Vendor sales:

- Sales value per day per vendor
- Asset utilization
- Working days
- Attendance / Churn

Stock / Warehouse:

- Number of crates / boxes
- % of stock by expiry date (in case of perishable stock)

- Stock level per distributor / warehouse
- % of stock in damaged state (returned)
- Each of these analytics can be drilled down per product category, brand, etc

Financial statement:

- % of sales per payment type
- Bad debt level

Merchandising

- Number of facings
- Share of shelves = number of facings / linear length
- Each of these analytics can be drilled down per product category, brand, etc

Branding:

- Number of Point of Purchase Material present
- % of shops with a presence of POPM out of total number of shops
- Quality of the POPM seen (new, fair, poor)

Sales Assets (such as fridges, kiosks, etc)

- Number of assets seen in the trade
- % of shops with a presence of assets out of the total number of shops
- Utilization rate (sales per asset)
- Quality of the assets seen (new, fair, poor)

A few considerations:

- Ideally, all these KPIs should be measured against targets.
- Each of this KPI can be measured at different levels:
 - National
 - Regional and lower hierarchical levels
 - Team
 - Per type of trade channel, such as supermarkets, Horeca, etc
- Focus only on a few KPIs to track
- Ensure everyone is aligned on the KPI definition
- Share the KPI regularly to all the stakeholders through the relevant communication channel, email, mobile and web app

If you are interested in a solution to help you collect and track those KPIs, get in touch with us !