

Improving Field Sales Efficiency with a Smart Work Route Module

Client Overview

Al Nahda Medical Store LLC is a UAE-based pharmaceutical and healthcare distributor supplying 7,000+ pharmaceutical and healthcare products to 500+ pharmacies across the UAE.

With sales representatives visiting multiple pharmacies every day, the company needed a better way to manage routes, monitor field activities, and improve daily productivity.

The Challenge

Before implementing the Work Route Module, the company faced several challenges in managing its field sales team:

- Limited visibility into whether staff actually visited assigned pharmacies.
 - No accurate record of the time spent at each location.
 - Difficulty understanding staff availability and workload during the day.
 - Challenges in identifying unnecessary travel and inefficient routes.
 - Limited visibility into which pharmacies had been visited and which were still pending.
 - Difficulty measuring actual field productivity and distinguishing physical visits from phone-based customer interactions.
 - Manual dependency for planning and monitoring daily routes.
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The Solution

A Work Route Module was implemented within the ERP to provide a structured, location-based system for managing pharmacy visits.

The module allows management to:

Route Planning

Create and assign routes based on locations and working schedules. The system also supports area-based automatic route planning, helping create more efficient routes with less manual effort.

Location-Based Visits

Staff can check in and check out when they reach the designated pharmacy location. The system records the visit location, time, and duration.

Time & Activity Tracking

Management can monitor how employees spend their working hours, including time spent at pharmacies and time available for additional visits.

Visit Management

Managers can monitor current, completed, pending, and new visits from a centralized system.

New Pharmacy Addition

Sales representatives can add newly identified pharmacies directly from the field, allowing them to be included in future route planning.

Visit Documentation

Staff can record check-in notes, check-out notes, customer information, and order details during each visit.

Results

The implementation delivered measurable improvements in field-sales operations.

8–9 → 12–15 Visits Per Day

Average daily pharmacy coverage increased from approximately **8–9 visits to 12–15 visits per employee.**

Other key improvements included:

- Reduced unnecessary travel through better route organization.
 - Clear visibility of where staff need to go next.
 - Accurate monitoring of staff locations and visit durations.
 - Better understanding of daily available and utilized time.
 - Increased pharmacy coverage through additional locations.
 - Improved monitoring of new and ongoing visits.
 - Better visibility into individual staff performance.
 - Improved overall field-sales productivity.
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Business Impact

The Work Route Module transformed the company's field-sales process from a largely manual reporting system into a structured, location-based and measurable workflow.

Management gained a clear view of daily field operations, while sales representatives could follow more efficient routes and complete more pharmacy visits within their working day.

The solution ultimately helped Al Nahda Medical Store LLC achieve better route efficiency, stronger field visibility, increased pharmacy coverage, and improved staff productivity.

Key Outcome : Smarter Routes. Better Visibility. More Visits. Higher Productivity.