



ManpowerGroup LATAM Selects MobiWork for its Field Marketing Force

ManpowerGroup (formerly known as ManPower Inc.) is an American multinational human resource consulting firm headquartered in Milwaukee, Wisconsin, USA. ManpowerGroup, founded in 1948, is a Fortune 500 Company, and is present in over 80 countries and territories. ManpowerGroup has approximately 400,000 clients, and employs more than 4.4 million workers each year. ManpowerGroup provides recruitment, training and development, career management, outsourcing, and workforce consulting services. Argentina and Paraguay are the leading groups in South America for ManpowerGroup and serve major customers such as Molinos in Argentina, and Unilever in Paraguay.

“We spent considerable amount of time and research to select a mobile workforce solution that would improve our field marketing operations. MobiWork was the obvious choice.” – Walter Cuatto, IT Manager of ManpowerGroup Solutions

Industry:

Global Talent and Career Management Solutions

Regions:

82 countries

Key facts:

- Fortune 500 company
- Revenues (2015): \$19 billion
- 70 years of experience
- Customer portfolio of 400,000 companies

Headquarters:

Milwaukee, Wisconsin

Website:

ManpowerGroup.com

Key Challenges: Inefficient Field Marketing & Sales Operations

ManpowerGroup of Argentina and Paraguay’s decision to implement a mobile field marketing app was because of the difficulty they were experiencing in monitoring and managing the activities of their field marketing and sales teams. Key challenges for ManpowerGroup Argentina included disorganization and limited information in their weekly and monthly

reports. Their teams needed an advanced, all-in-one solution to accomplish a mobile CRM, capture and report critical data from the field, and achieve their field sales and marketing objectives.

Field marketers for ManpowerGroup Argentina are responsible for inspecting stores, performing stock audits, checking stock inventory, conducting in-store surveys, and generating sales quotes with various pricing, compliance and terms information. Field marketing representatives typically handle about 12 work orders per day per customer. When field marketing representatives went to the customers, they needed to record information by hand and were often forgetting pertinent information, including documented photos. ManpowerGroup Argentina was struggling with the organization of monthly reports, checking in and out of documentation, and photos. Often times, field-marketing representatives were unable to record critical information in the field, creating missing errors in reports. Prior methods of data collection included entering data manually in Excel. Due to the major time delay in finding missing information, there was a major backlog of work orders, and the team was only able to complete a limited amount of work orders per week. More importantly, ManpowerGroup Argentina needed a solution that could be implemented quickly, easily trainable, and flexible for implementing in other ManpowerGroup regions.

Results: Success with Workflow Automation & Powerful Data Insight

ManpowerGroup Argentina started MobiWork with a proof-of-concept and was immediately satisfied with how easy it was to train their team and the overall powerful functionality of the solution. Manpower Group was also impressed with the quality of the support they received when transitioning. The team at ManpowerGroup Solutions identified the areas that improved most were the optimized routes, workflow automation capabilities, GPS location tracking, form processing, and the quality data captured. Customers have been 100% satisfied with the PDF forms that include photos sent in the email.

Walter Cuatto, the IT Manager at ManpowerGroup Solutions, highlights the ease of use of the application, which has allowed sales reps to leave Excel spreadsheets behind and report more information in less time, efficiently freeing time for improvement, prospecting and searching for new clients. Supervisors of specific stores use MobiWork and are responsible for overseeing that the merchandisers check in and out of work as scheduled, take pictures, and merchandiser job performance is analyzed at the end of every month. ManpowerGroup sales and marketing representatives are very reliant on the application and recognize that it is an easy-to-use tool that has allowed them to perform their daily duties more efficiently. The end customer, for example, Molinos or Unilever, contracts the service of Manpower (the merchandiser) to complete the job at the store, like product replacement at the exhibit. A significant increase in sales results has been noted since employing MobiWork.

ManpowerGroup Argentina is extremely satisfied with the auditing and compliance features for the sales reporting process. **“After we started entering data on the smartphone devices, we went from completing 4 work orders per day per customer, to over 12 per day with fewer resources,”** said Cuatto. ManpowerGroup Argentina relies heavily on the analytics dashboard for weekly closings and reports. Cuatto mentioned, **“MobiWork generates in real-time reports and analysis from calls, emails, and visits. Directors and managers now have actionable insight into what sales/marketing activities need to be improved, as well as how the representatives are performing.”** ManpowerGroup’s project scope is to implement MobiWork in neighboring South America countries, as they’ve seen promising results and success with ManpowerGroup Paraguay and MobiWork.