

## Testimonial : Winche Redes Comerciales



Market: externalization of sales forces and merchandising  
Use: Route optimization  
Product: TourSolver for Microsoft MapPoint

Interview with M. Eduardo Pilón, Winche Redes Comerciales New Technologies Manager.



[www.winche.com](http://www.winche.com)

### The Company

Winche Redes Comerciales is a company specialized in the externalization of sales forces and merchandising (products presentation in retail outlets) Winche Redes Comerciales staff is in charge of visiting those retail outlets (supermarkets, shops, service stations) in order to improve the locations of their customers' products. They have to increase visibility and rotations of those products.

Winche Redes Comerciales visits more than 50.000 retail outlets, and realizes more than 150.000 visits per year.

### The needs

Winches Redes Comerciales invoices its customers for the number of visits. It is the reason why the company wanted to increase the number of visits to shops.

Its objective was to optimizing commercial routes, letting at the same time sales people have as flexibility as possible to organize their own routes. Moreover, the company wanted to gain visibility on its staff activities.

### The use of TourSolver

The company uses TourSolver with a very punctual manner. They realize the route planning once a year. This allows to organize sales routes for 2 months periods. They divide the centers to visit depending on workload. This make them choose better the resource that have to visit a customer, depending on its geographic location.

Then, sales forces use the planning in a very flexible manner, in order to have as autonomy as possible. They follow the list of customers to visit, but they decide by themselves the order of the visits.

### The results

After more than 2 years of use, Winches Redes Comerciales is completely satisfied of TourSolver software.

Firstly, TourSolver has enabled them to save time in planning scheduling activity. "It is a job that can't be done alone or manually", admit Eduardo Pilón, Winche Redes Comerciales New Technologies Manager.

Secondly, he estimates that this route planning with TourSolver makes them share out better the work to do. Last but not least, it is easier to monitor sales forces activity, as workload is more precise and transparent.



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