P-O-P SYSTEM 6
Retail Execution from AFS

Win where it matters most: at the point-of-purchase!

Sell more by enhancing your retail execution ability. Enable your field sales teams to optimize product availability, improve merchandising, increase promotion compliance and seize more sales opportunities.

Retail execution solution for consumer goods companies

POP Retail Execution is a cloud-based field force management tool that allows you to plan, review and manage the performance of your sales reps and merchandisers. It is also a mobile tool that enables your field reps to receive instructions, execute tasks, capture frontline intelligence and report on their activities.

Why customers use POP Retail Execution

- Motivated field force with greater ability to seize sales opportunities and execute at the point-of-purchase.

- Increased sales and customer satisfaction.

- Improved product availability, merchandising and promotion compliance.

- Optimised operational efficiency.

- Full control, visibility and real-time frontline intelligence.

Simplified field force management

- Define and swiftly allocate tasks that realize the perfect store.

- Optimize your reps' routes using the map-based call route planner.

- Analyze and improve performance using actionable, real-time reports.

Track promotion execution as it happens.

Effective and efficient retail execution

- Provide reps with store-specific action lists and work flows.

- Increase operating speed through better and faster communication and collaboration.

- Quickly capture high quality data through clever audit forms.

New reps are productive from day one.

Increased sales and customer satisfaction

- Drive sales by measuring and managing core assortment compliance.

- Seize more sales opportunities by giving all reps timely access to critical information.

- Spend more time selling by wasting less time on low value activities.

Improve sell-in by driving sell-out.

What clients say about POP Retail Execution from AFS

"The POP Execution UI is highly-configurable and intuitive, the sales reps can easily focus on the priorities and complete the work efficiently. The intelligent POP Monitor facilitates managers to sort out issues, identify gaps and drill down to details." – Simon Cheung, SFE Manager, Nestlé.

"The POP System has a great, easy-to-use mobile app that supports our sales reps visiting their clients. Management can track the results online in real-time using POP Monitor. That's awesome." – David Zhang, Trade Development Manager, Royal Caribbean.

"The POP System helps us collect customer data, makes market visitation more effective and collecting data more accurate. Both the mobile app and backend system are user friendly and adaptable to our business requirements. Besides that, the POP System support team is always timely and responsive, able to provide the best solution for my requests. Overall I am very satisfy with the POP System and the support service." – Lawrence Leow, Channel Marketing Manager, Robert Bosch.

afs technologies

Use POP Retail Execution and become an execution powerhouse!

Powerful yet easy-to-use

- Forget about complex infrastructure and software. POP Retail Execution runs in the cloud: on **Microsoft Azure**.

- Designed to be up-and-running in hours (not months!), enabling fast return on investment.

- POP Retail Execution is a breeze to use for people in the office and in the field. Even newly hired reps are productive from the get go.

Your field teams get more and better work done

- POP Retail Execution focuses your reps on high value activities through prioritized, store-specific tasks, allowing them to execute faster and more effectively.

- Improved core assortment compliance is a prime result of this focus and a key driver of increased sales amongst clients.

Real-time retail intelligence drives operating speed

- As reps report in-store activities and observations in real-time, management has instant access to distribution or customer service issues, promotion execution, sales opportunities, competitor activity and more. This enables clients to be more agile, respond and resolve issues faster and increase overall operating speed.

Our promise to you

POP Retail Execution will enhance your ability to seize more sales opportunities and execute better and more efficiently at the point-of-purchase.

An offer to get you started

- POP Retail Execution is used by clever small companies as well as by large multinational companies such as Nestlé, Unilever, General Mills and Shell.

- Discover how POP Retail Execution can help your company win at retail too.

- Try it free for 30 days!

- You can access the system with your Microsoft account on: **appsource.microsoft.com**

One system, seven great tools

POP Retail Execution offers seven tools, all part of one seamless system that's configurable to meet your needs:

Define	Plan	Execute	Monitor	Collaborate	Learn	Integrate
Take command of your performance at the POP.	**Plan who goes where and when with ease.**	**Sell, merchandise and promote like never before.**	**Measure, analyze and improve.**	**Connect, collaborate, reward – instantly.**	**Share knowledge, learn and improve.**	**Integrate, exchange and build.**
POP Command Centre is your back office management tool: • Manage master data including staff, customer and products • Create order forms, tasks, audit forms and more	POP Planning enables you to: • Build sales territories • Specify service levels by POP type • Create and optimize call routes to minimize travel time and cost	POP Planning is the mobile application reps use to: • Manage customer information, call routes and POP-specific action lists • Execute tasks, capture data and provide real-time feedback.	POP Monitor provides real-time reports to track your retail execution: • Productivity Monitor • Order Monitor • Task Monitor • Customized KPI Monitors • Photo Browser	POP Star is your your company's private mobile and Web-based platform for fast and reliable messaging and collaboration: • Instant messaging with photo and file attachments • Group messaging • Broadcasting	POP University offers a convenient way to centrally manage documents (such as training materials, merchandising guidelines, videos and more) and grant specific people secure access to those materials relevant to them.	POP API is a RESTful Application Programming Interface allowing you to integrate the POP System with your existing BI, ERP, accounting and other solutions. It offers built-in integration with **Microsoft Dynamics CRM**.

Why AFS?

At AFS Technologies, we have 30 years of industry knowledge and experience. Much of which we've engineered right into our software solutions. Our future-proofed and scalable solutions are purpose-built for consumer goods companies and deployed across 50 countries by well over 1,000 companies of all sizes.