



“ Our clients pay for quality service. We deliver higher success rates than our competitors because of our employee accountability and our commitment to provide the best service possible. Comet Tracker helps us achieve those goals. ”

- Hannah Park, GPS Manager

PowerDirect The Science of Front-Door Marketing

PROFILE

Over ten years ago, PowerDirect developed a three-pronged strategy for direct marketing success that included the development of high quality door-hangers, the building of a reliable distribution system, and the implementation of sophisticated analytical tools. With this approach, PowerDirect influences consumers, increases client return on investment, and has become a trusted source for unique target marketing.

CHALLENGES

PowerDirect hires third-party distributors (walkers) to deliver door-hangers throughout the United States. Each team has a set of supervisors and auditors to verify door-hangers are placed on the front door of residences. With multiple campaigns running simultaneously, PowerDirect needed a way to track and monitor the activities in the field, increase employee accountability, and document successful deliveries.

SOLUTION

Actsoft’s Comet Tracker is one of the analytical tools that contributed to PowerDirect’s success. Multiple departments utilize the data gathered from Comet Tracker. The GPS department uses Comet Tracker to ensure that the walkers are completing routes assigned and to resolve incoming customer service issues. The Auditing department uses Comet Tracker to increase accountability among field staff and to locate teams in the field.

BENEFITS

PowerDirect’s GPS team was created to implement Comet Tracker, analyze the data, and improve customer service. Clients call customer service about campaign distribution status. The GPS department uses Comet Tracker to locate the distribution team, down to the longitude and latitude coordinates. The data is overlaid with the assigned campaign route for easy status updates. “Comet Tracker allows us to be proactive in our customer service. Our call center fields the questions and we provide the answers before they turn into concerns,” said Laura Crowder, GPS Analyst.

PowerDirect needed to have visibility into the field and documentation of deliveries made each day. Supervisors and auditors work in the field to ensure quality of service is unparalleled. Comet Tracker allows supervisors and auditors to view their team’s current location, review the route, and perform quality checks in the field. “Time is of the essence for auditors in the field. They need to be on point when following a crew. Comet Tracker gives the location of the team and the route traveled so they can do their job quickly and easily,” says Dave Skouser, Auditing Manager.

Employee accountability is the most important aspect of a distribution system. Both departments use Comet Tracker’s reports to ensure staff alignment for maximum productivity. Reports provide the start/end time, GPS coordinates, and stop times for each team member. “Employee accountability has increased because we can hold each person accountable for their work. They can no longer take the easy way out or cut corners. The dashboard is perfect for a quick glance to make sure everyone is where they are supposed to be,” Laura Crowder, GPS Analyst.