



Use Case: Door-to-Door Marketing

# Improved Customer Service with Actsoft

This company specializes in direct marketing efforts through in person delivery of advertisements distributed to people's homes.

## Challenges

This company 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. But with multiple campaigns running simultaneously, they needed a way to track and monitor the activities in the field, increase employee accountability, and document successful deliveries.

## Solution

Actsoft is the analytical tool that helped the company succeed. Multiple departments use the data gathered from it. Administrators use GPS Tracking to ensure that the walkers are completing assigned routes and to resolve incoming customer service issues. The auditing department uses it to increase accountability among field staff and to locate teams in the field.

For more information please visit [actsoft.com](https://actsoft.com)



## Benefits

Now, administrators can easily analyze data and improve customer service. When clients call customer service, Actsoft provides the exact routes teams have covered for easy status updates. Additionally, it gives supervisors and auditors insight so they can see their teams' current locations, review the routes, and perform quality checks. Employee accountability is the most important aspect of a distribution system. Reports are used to ensure staff alignment for maximum productivity. Reports provide the start and end times, GPS coordinates, and stop times for each team member. As a result, employee accountability is better than ever. They can no longer take the easy way out or cut corners.