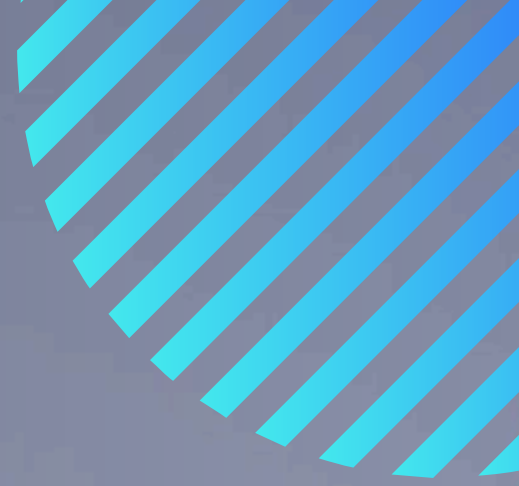
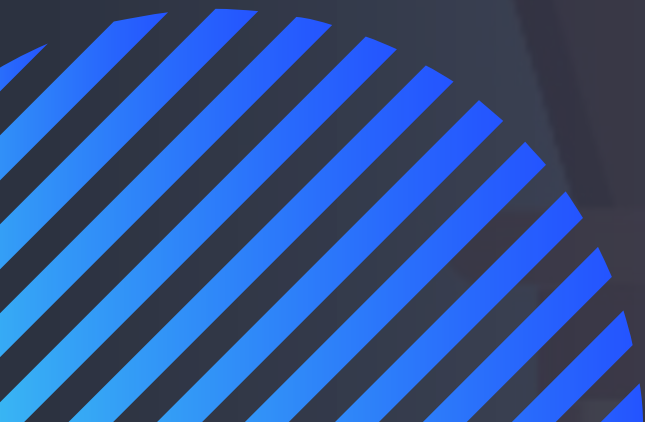
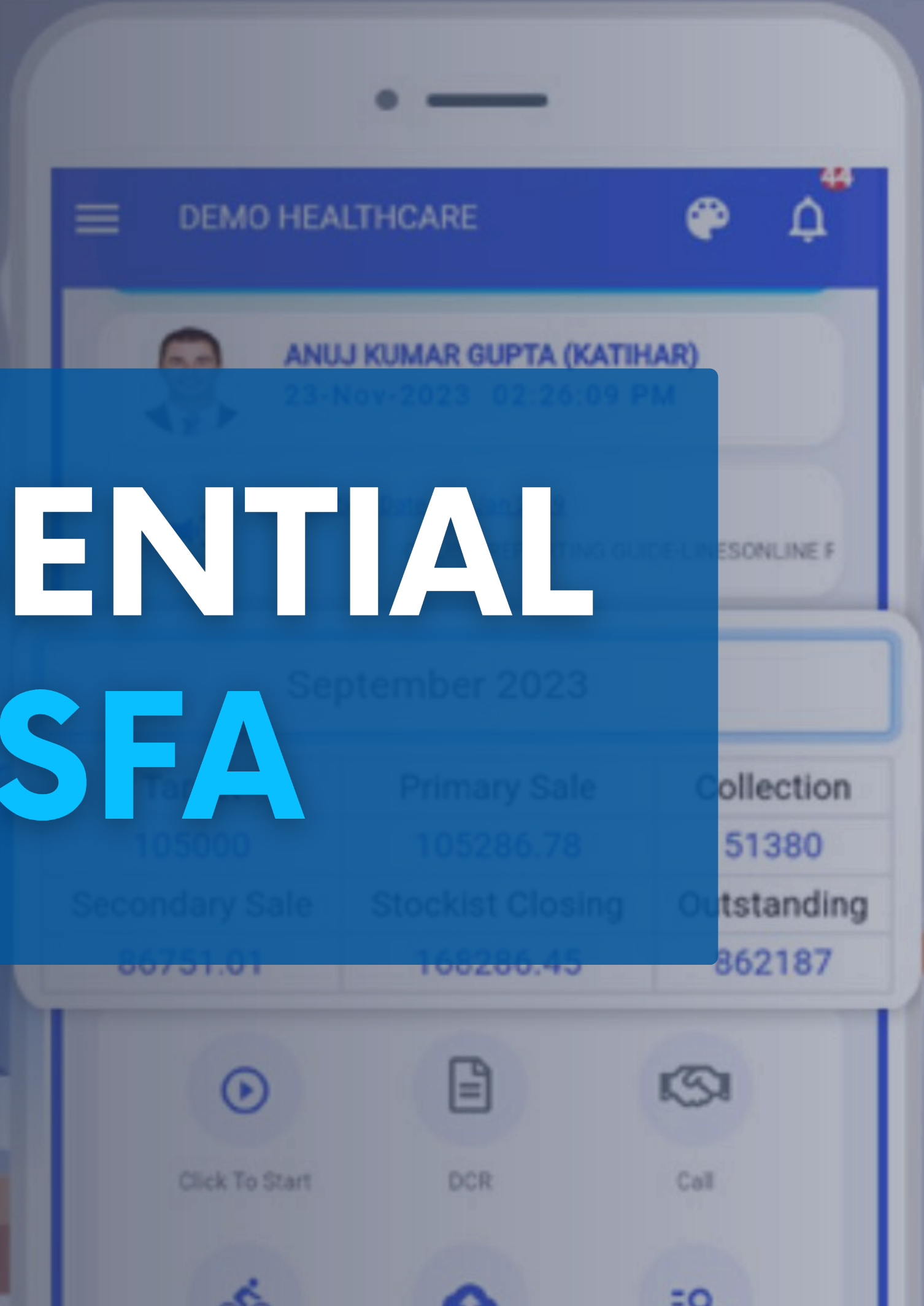




ESSENTIAL SFA



WEB AND MOBILE BASED APPLICATION



WHY?



- To track activities of the field staff.
- To track sales.
- To verify calls.
- To visualize data.
- All features in one application.

**WHAT WE
OFFER?**

Tour Plans

- Plan the monthly tour program beforehand.
- Can be implemented on working areas as well as for customers.
- Managing all the visit frequencies.
- Managers have the right to approve, view, and modify their SR's tour program.
- STP / PJP options.

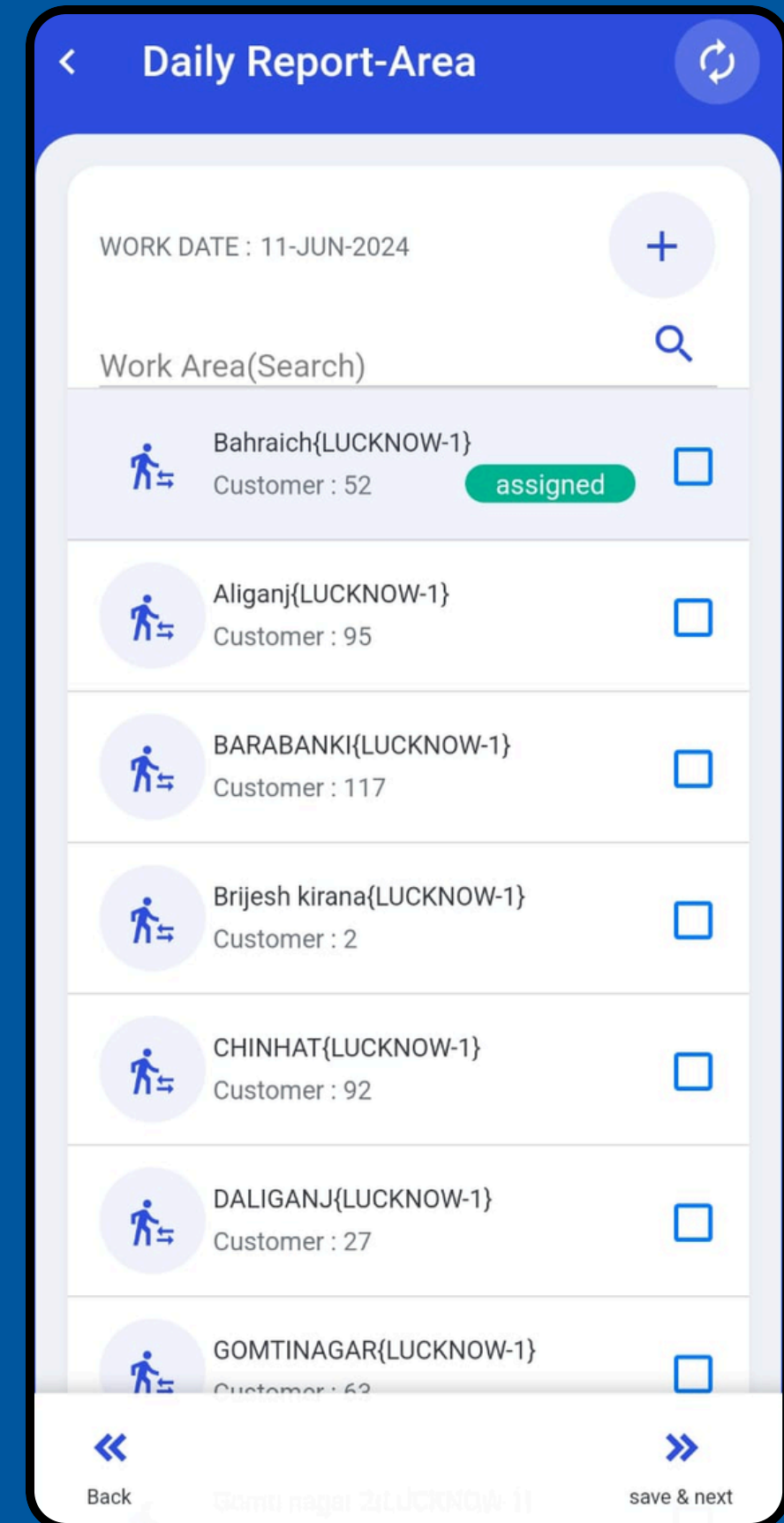
The screenshot shows the 'Tour Program' interface on a mobile device. At the top, there is a blue header with a back arrow, the title 'Tour Program', and a refresh icon. Below the header, there are two tabs: 'Add' (selected) and 'View'. The main content area is white and contains the following elements:

- Field staff:** A dropdown menu showing 'ANKIT(SO)(HQ:SO-MEERUT)Active'.
- Month-Year:** A dropdown menu showing 'JAN' and '2024'.
- Status:** Two buttons: 'Off-Line' (with a checkmark icon) and 'On-Line' (with a bar chart icon).
- Name:** 'ANKIT'.
- Month-Year:** 'JAN-2024' with a close button (X).
- Working Days:** Two entries for '8-JAN-2024' and '9-JAN-2024'. Each entry includes a sun icon, the text 'Working Day', and details: 'Route/Work Area : BAGHPAT ROAD(SO-MEERUT),RITHANI PARTAPUR(SO-MEERUT)(BAGHPAT ROAD(SO-MEERUT),RITHANI PARTAPUR(SO-MEERUT))' and 'Remark : Testing'.

At the bottom, there is a blue footer with two buttons: 'Upload Tour Program' (with a cloud upload icon) and 'Save Tour Program' (with a save icon).

Daily Calls Report

- With this, SR confirms their work according to the submitted TP.
- This will show the assigned routes along with the other working areas.
- If a route needs to be diverted, the SR can select other routes, which will be maintained in the TP diversion reports.

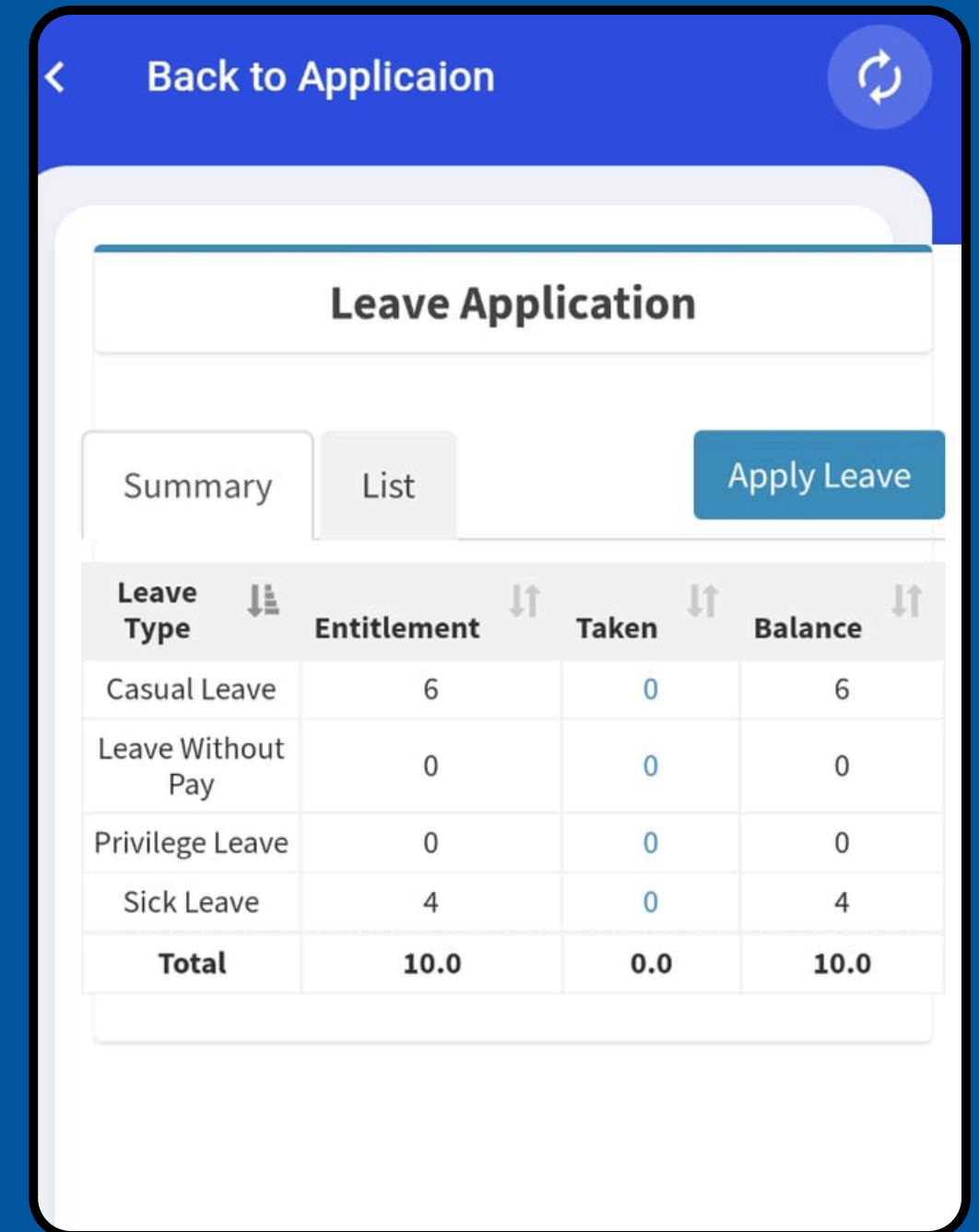


Get more with Daily Call Reports:

- Joint working
- DA, TA and other expenses calculation
- Sample and gift management
- Route diversion restriction
- DCR lock
- Customer validation with geo-fencing.
- Capture customer's picture with call.
- Customer history for pre-call planning.
- Capturing geo-location with call.
- Nearby Customer filter.
- Add new customer at DCR.
- Direct sharing of call/ day summary on WhatsApp.

Attendance and Leave

- Track daily punch-in and punch-out records with.
- Approve, reject, and record leaves.
- Leave Management.
- Geo location & Geo fencing.
- Selfie Punch-ins
- Attendance and leave reports
- Restricting punch in-out at specific time.



The screenshot shows a mobile application interface for managing leave applications. At the top, there is a blue header with a back arrow and the text "Back to Application", and a refresh icon. Below the header, the title "Leave Application" is centered. There are two tabs: "Summary" (selected) and "List". To the right of the tabs is a blue button labeled "Apply Leave". Below the tabs is a table with the following data:

Leave Type	Entitlement	Taken	Balance
Casual Leave	6	0	6
Leave Without Pay	0	0	0
Privilege Leave	0	0	0
Sick Leave	4	0	4
Total	10.0	0.0	10.0

Expense Management

- Expenses can be configured manually or automatically.
- Fixed TA, DA, and other allowances can be defined before hand, and then they can be claimed, approved, and passed.
- SFC: Standard Fare Chart
- Dashboards and reports

The screenshot displays a mobile application interface for expense management. At the top, there is a navigation bar with a back arrow, the title 'EXPENSES', and three icons: a person (SFC), a document (Summary), and a refresh symbol (Refresh). Below the navigation bar, the user can select the 'Month-Year' as 'MAR' and '2024'. There are also fields for 'Submit Date' and 'Update Date', both currently set to 'Not Submitted'. The main content is a table with the following columns: '#', 'EXPENSE TYPE', 'CLAIMED AMOUNT', and 'DESCRIP1'. The table lists eight expense types with their respective claimed amounts: 1. COURIER (0), 2. DA (870), 3. HOTEL/LODGING (0), 4. OTHERS (0), 5. STATIONERY (0), 6. TA (560), 7. TELEPHONE (0), and 8. XEROX (0). At the bottom of the table, a 'Total' row shows a claimed amount of 1430.00. A green button labeled 'Claim Expense' is located at the bottom right of the screen.

#	EXPENSE TYPE	CLAIMED AMOUNT	DESCRIP1
1	COURIER	0	
2	DA	870	
3	HOTEL/LODGING	0	
4	OTHERS	0	
5	STATIONERY	0	
6	TA	560	
7	TELEPHONE	0	
8	XEROX	0	
Total		1430.00	

More with EssentialSFA

- Target and Sales Management
- Sample and Gift Management
- RCPA (Retail Chemist Prescription Audit)
- Campaigns and Activities
- Order Management
- QPS
- Visibility/ Display fixture.
- Modern Trade.

WHAT STAKEHOLDERS ARE INVOLVED?

Field Executives



Head Office



Customers

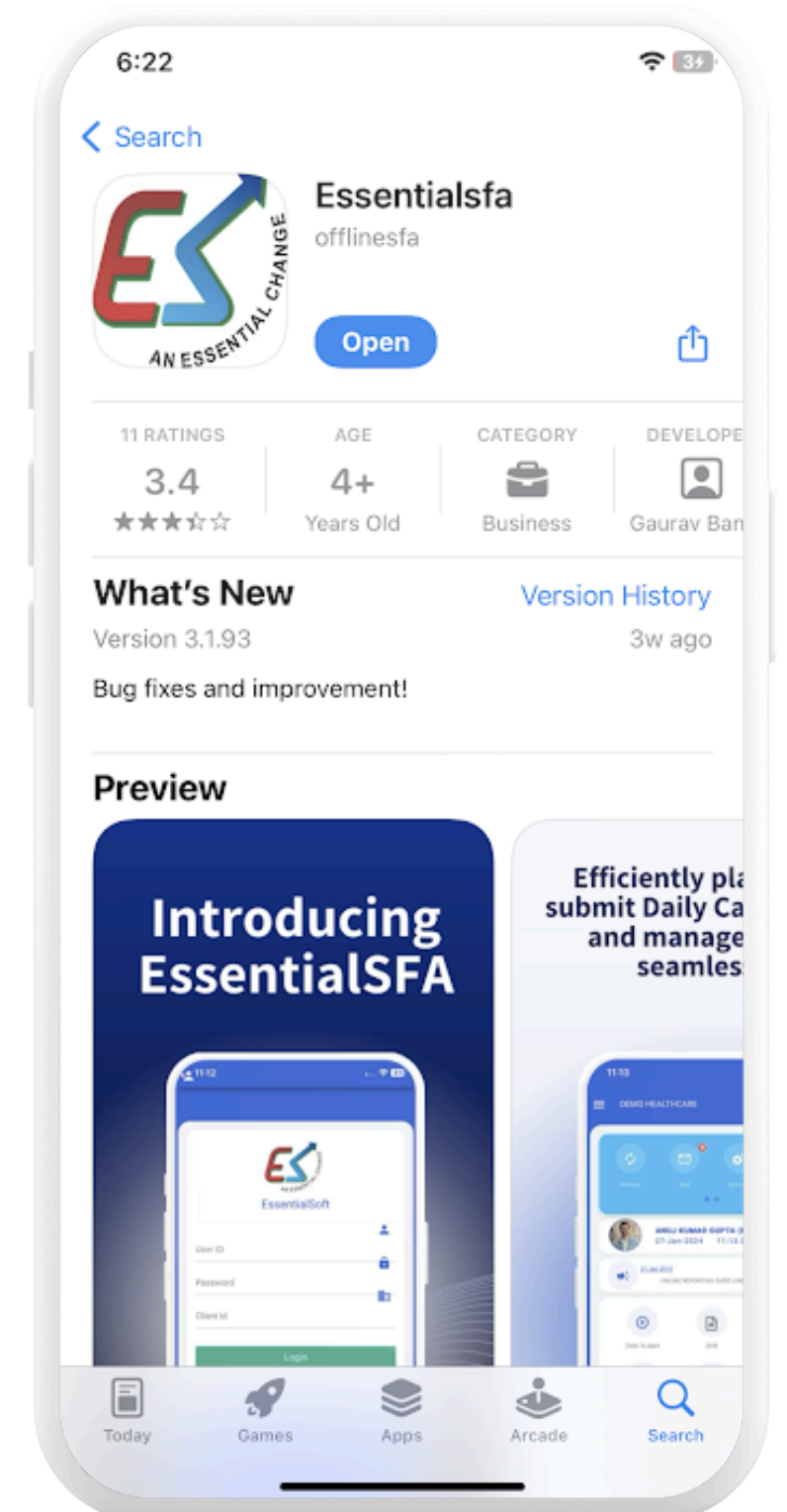
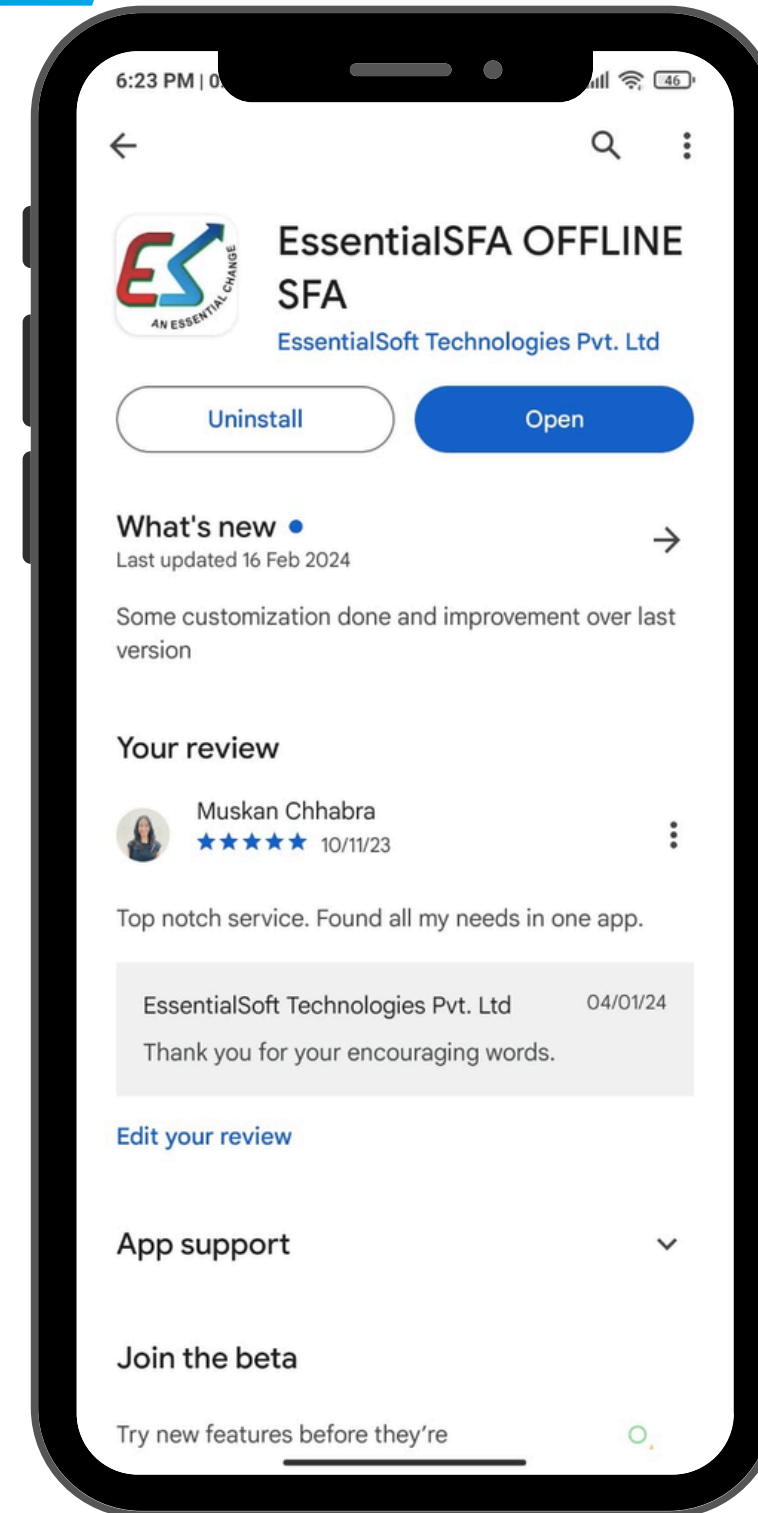


Stockist



FEATURES AND BENEFITS

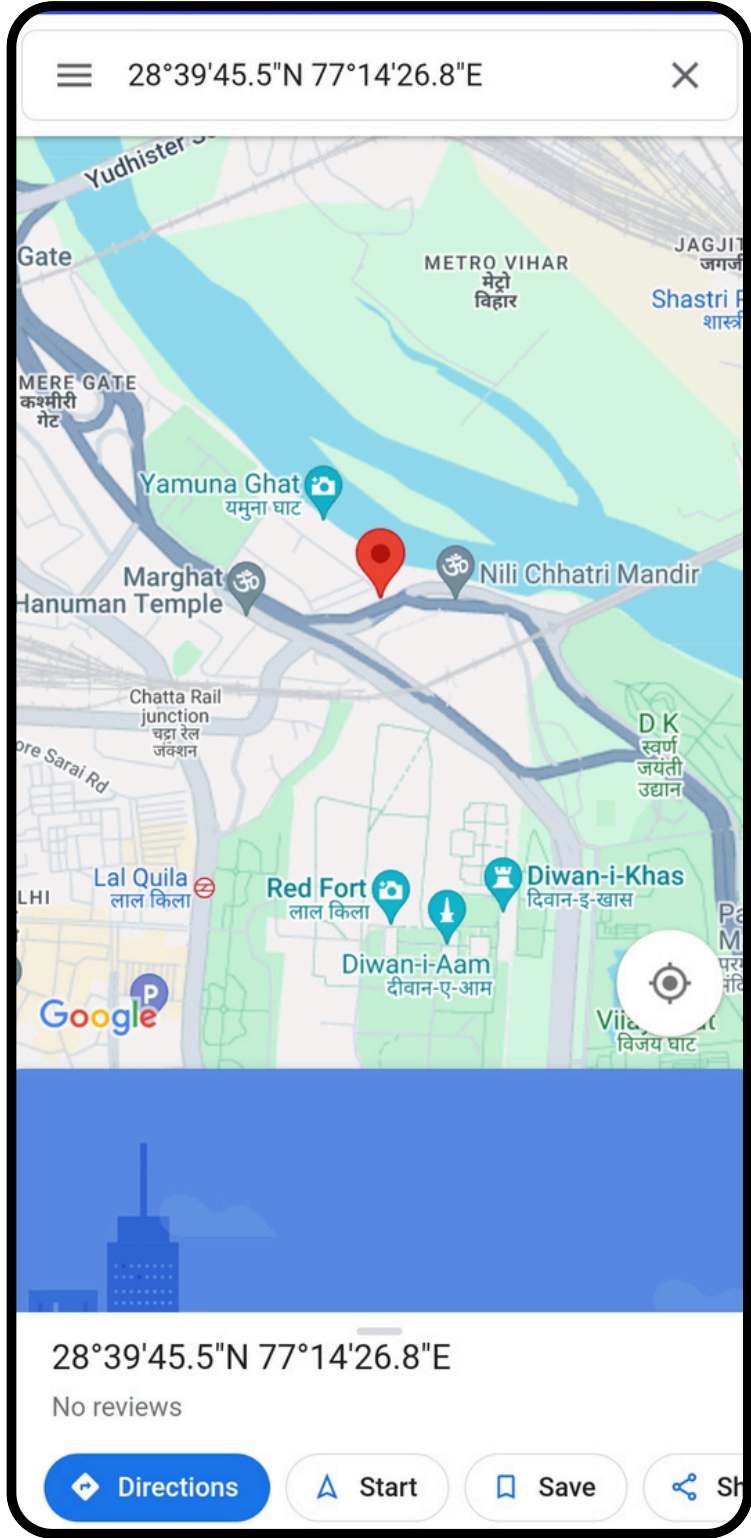
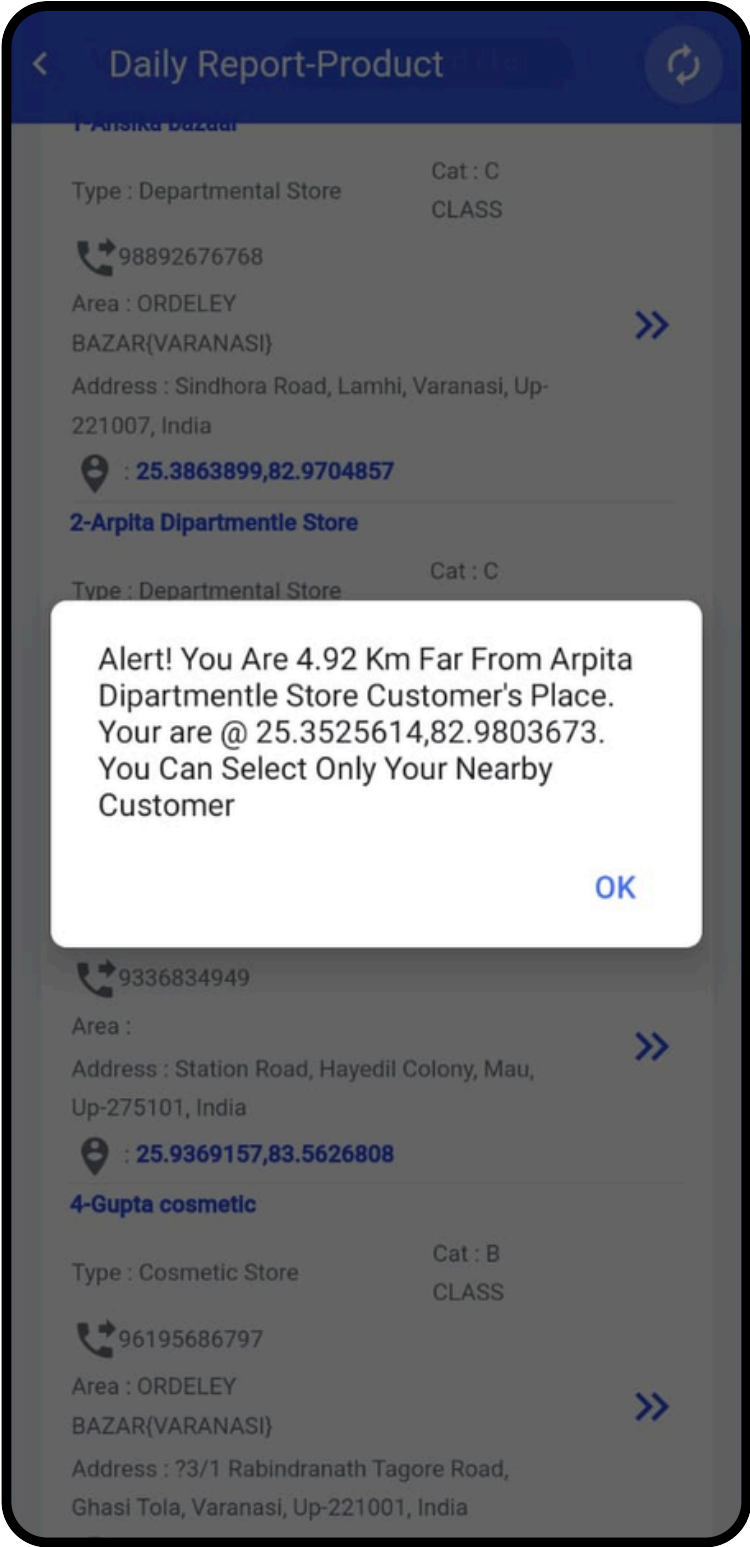
Available for Android
and iOS devices.



Data Syncing in offline-online Mode.



Geo-Fencing & Geo-Tagging



E-detailing or Product Catalogue

Relieve
Bronchial
Cough

BRONCARE-LS

Ambroxol 30 mg + Levosalbutamol 1 mg + Guaiphenesin 50 mg Syrup

Comprehensive Bronchial Care

- Ambroxol**
 - Liquefies thick, sticky mucus. Relieves congestion
- Levosalbutamol**
 - Relieves cough associated with asthma & COPD
- Guaiphenesin**
 - Reduces viscosity of bronchial secretion, ensures quick expectoration

In

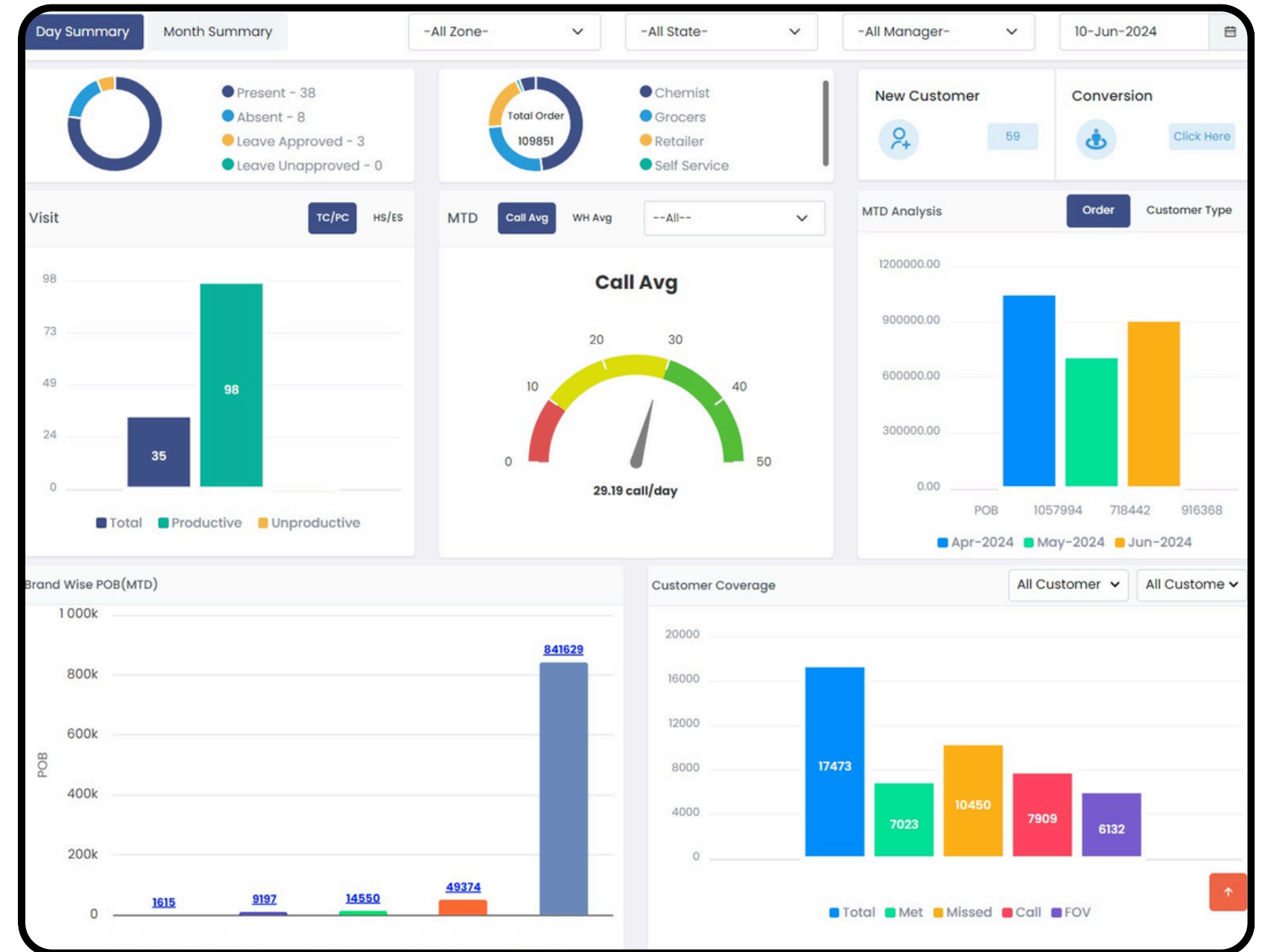
- Whooping Cough
- Smoker's Cough
- Dry Chronic Cough
- Post Surgical Cough

Also Available

BRONCARE
Dextromethorphan 10 mg + Phenylephrine 5 mg + Chlorpheniramine Maleate 2 mg Softgel

BRONCARE
Guaiphenesin 50 mg + Dextromethorphan 5 mg + Ammonium Chloride 60 mg + CPM 2.5 mg Syrup

Dashboards

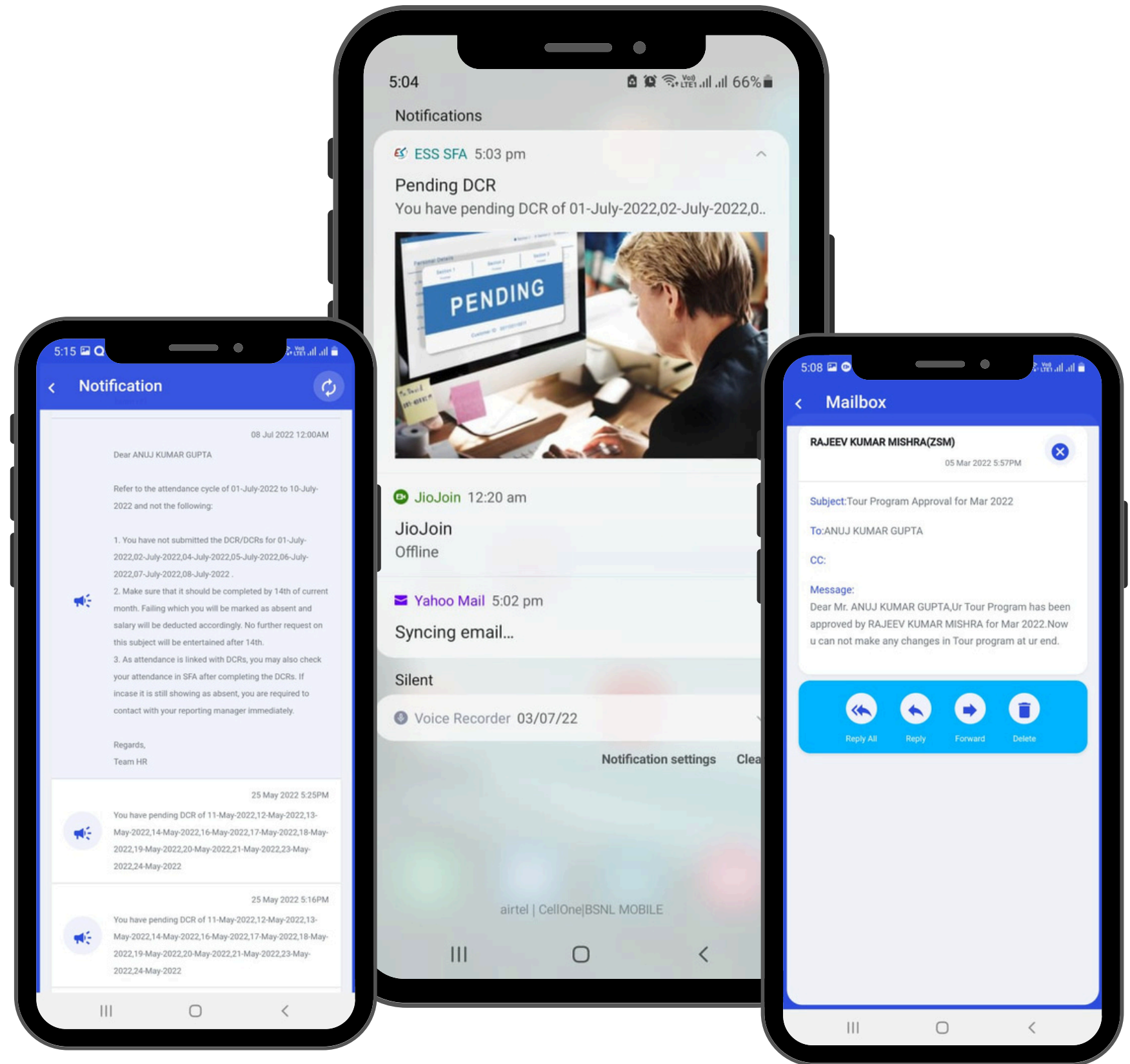


Analytical Reports

Start Time	Start Location	End Time	End Location	Battery(Start-End)	Total Call	Day Status	Working Hr	POB	Prod.Call	Worked Area	First Call	Last Call	Sold SKU
9:02AM	Vidaysagar Path, Barrackpur-I, WB-743165, India	7:41PM	Madral Road, Jagaddal, Barrackpur-I, WB-743165, India	98 - 19	26	Working Day	4	1032.00	1	BONGAON{HABRA - 1}{Visit Time : 9:03AM}	11:28AM	3:49PM	1
10:13AM	75, Maheshtala, Thakurpukur Mahestala, WB-700061, India	11:59PM	2/12, Sarada Pally, Kolkata, WB-700034, India	98 - 50	29	Working Day	5	4078.78	3	B.G Press{SOUTH KOLKATA - 2}{Visit Time :10:13AM}	10:42AM	3:04PM	4
9:42AM	2/4 Lane Number 6, Shaktigarh (Jalpaiguri), Rajganj, WB-734005, India	9:44PM	13 Lane Number 6, Shaktigarh (Jalpaiguri), Rajganj, WB-	91 - 58	37	Working Day	11	3046.58	5	DESHBANDHA PARA-SARKAR COMPANY{SILIGURI - 2}{Visit Time : 9:43AM}	10:07AM	9:34PM	3

KPI	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	YTD 24-25	YTD-23-24
PRI. TAR	3.5	3	4	3.5	3	3	2	2	3	-3	1.79	3	4.79	21.5
PRI. SALE	2.49	2.11	2.17	1	2.59	3	3.38	0.94	1.62	-0.44	0	2.3	2.3	16.5
PRI. ACH%	71%	70%	54%	29%	86%	100%	169%	47%	54%	15%	0%	77%	48%	76.74%
Sec. TAR	3	3	3.5	3.5	3	3	3	3	3	2	3	3	6	25.05
Sec. SALE	2.22	3.01	3.22	1.68	2.25	1.83	2.68	1.18	1.1	0.74	2.18	2.08	4.25	20.66
Sec. ACH%	74%	100%	92%	48%	75%	61%	89%	39%	37%	37%	73%	69%	71%	82.46%
DB STOCK	4.94	4.81	4.99	3.89	4.52	4.03	3.3	3.4	2.77	4.87	4.32	4.51	4.51	1.3
POB TAR	3	3	3.5	3.5	3	3	3	3	3	2	3	3	6	25.05
POB	2.58	3.04	3.51	2.2	2.37	2.02	3.02	2.1	1.29	0.88	2.5	2.3	4.8	22.3
POB %	86%	101%	100%	63%	79%	67%	101%	70%	43%	44%	83%	77%	80%	112.31%
DAILY POB AVG.	10730.16	12671.8	15971.62	13730.5	9863.05	12612.49	11601.06	10486.13	9885.18	8775.96	13173.3	12090.81	12632.06	0.08
JOINT WORKING	5	4	6	6	5	2	2	1	1	1	3	7	10	121
TOTAL CUSTOMERS	256	257	263	263	275	278	288	294	299	299	302	308	308	120
COVERED CUSTOMERS	221	234	244	200	201	170	261	225	212	94	235	179		
MISSED CUSTOMERS	35	23	19	63	74	108	27	69	87	205	67	129		19
PRODUCTIVE CUSTOMERS	88	88	109	70	86	57	103	74	53	26	73	73	146	49
TOTAL CALLS	359	329	358	244	381	268	526	348	224	95	349	243	592	1979
PRODUCTIVE CALLS	105	99	128	76	115	74	151	92	54	26	84	78	162	817
PRODUCTIVE CUSTOMERS%	34%	34%	41%	27%	31%	21%	36%	25%	18%	9%	24%	24%	47%	0%
No of Beats Covered	12	13	12	15	12	12	13	11	11	11	12	12	24	
No of Sku Sold	183	191	184	179	194	186	196	182	141	125	188	202	390	
ACTUAL WORKED DAYS	24	24	22	16	24	16	26	20	13	10	19	19	38	280
WORKING HOURS AVG.	06:32:30	06:35:00	09:46:21	08:03:45	08:07:30	08:18:45	07:06:55	08:06:00	08:09:13	08:42:00	05:41:03	08:44:12		08:48:04
CALL AVG.	15	13.7	16.3	15.2	15.9	16.8	20.2	17.4	17.2	9.5	18.4	12.8	15.6	7.07
LEAVES	2		2	2		8		5	5	2	2		2	0
PENDING DCR's												0	1	

SMS, Mails and Push notifications.



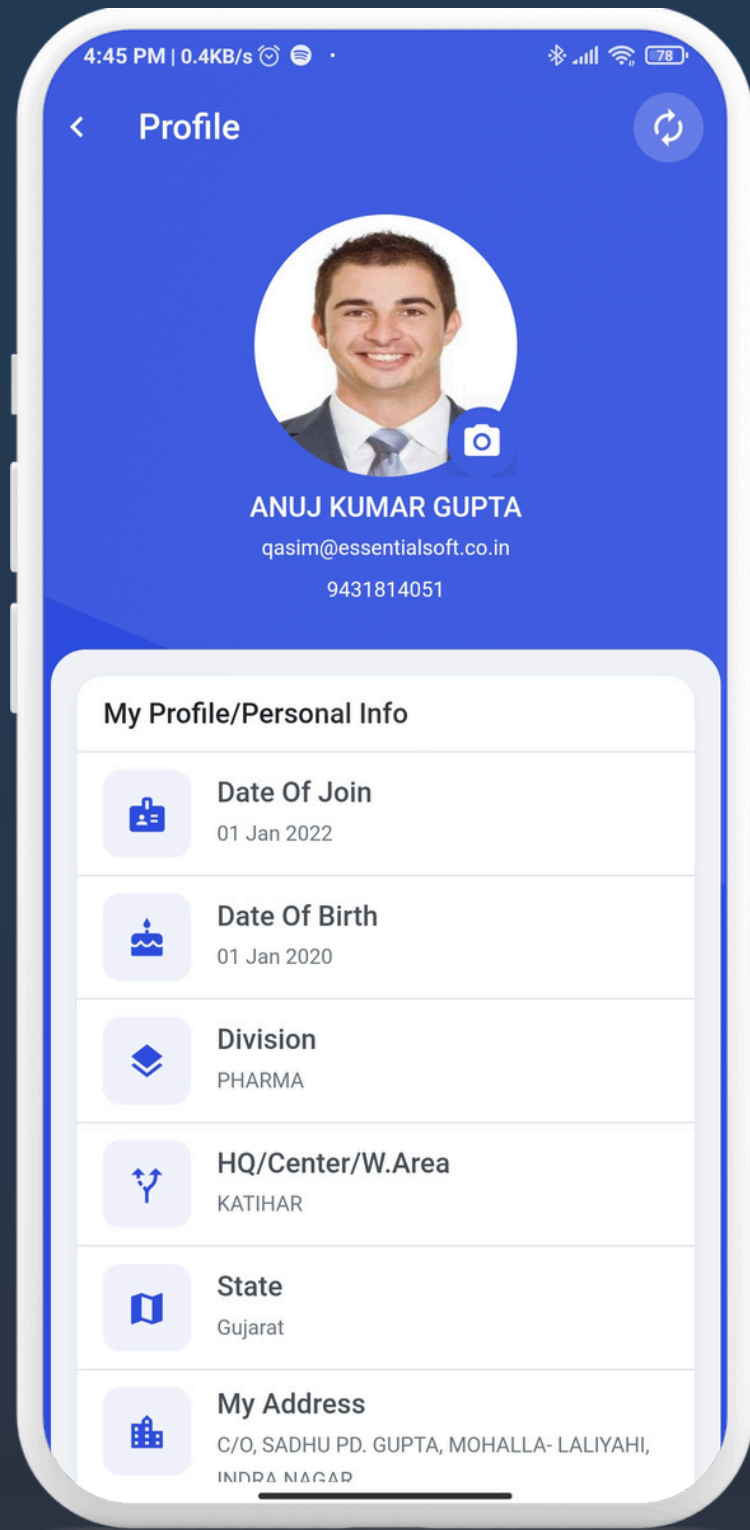
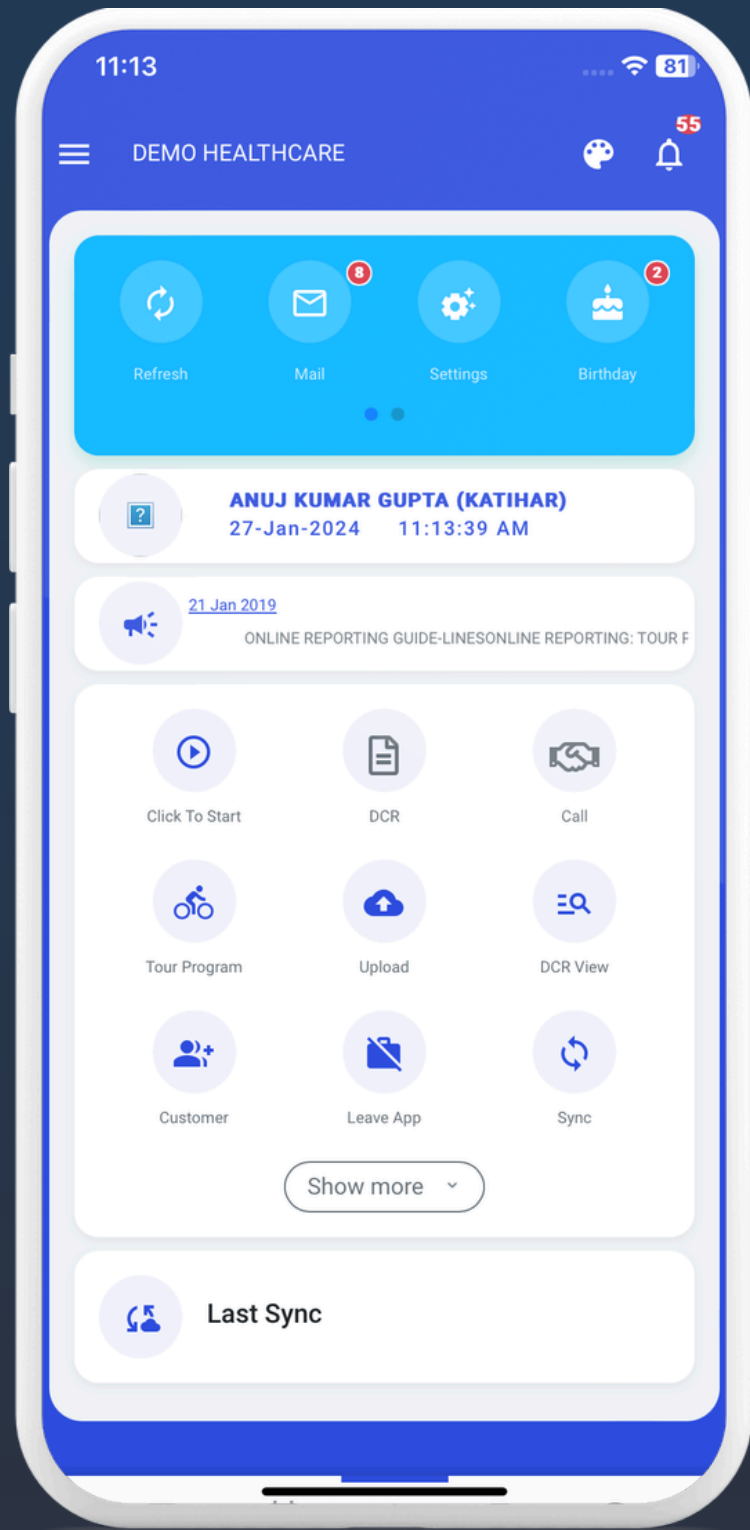
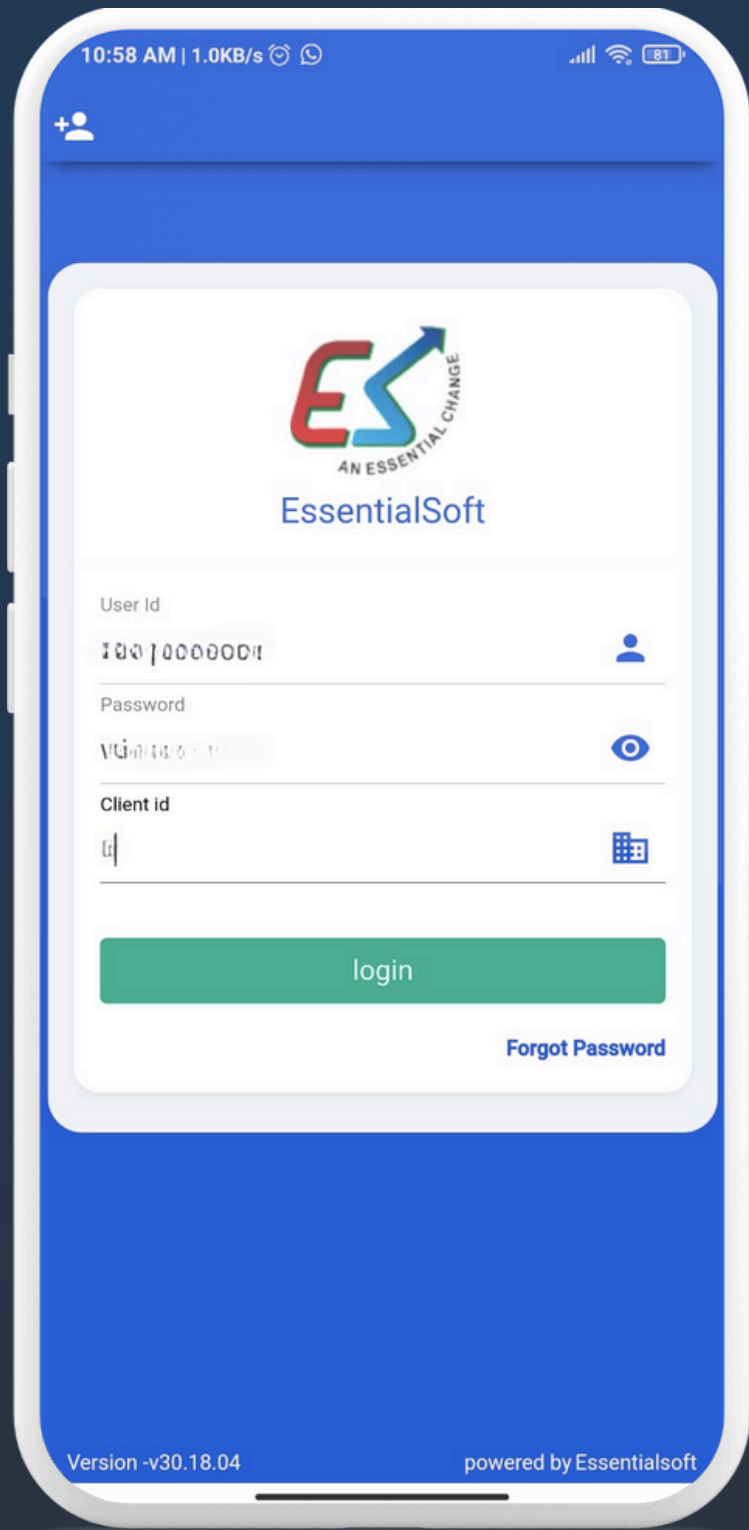
Integration with third-party softwares

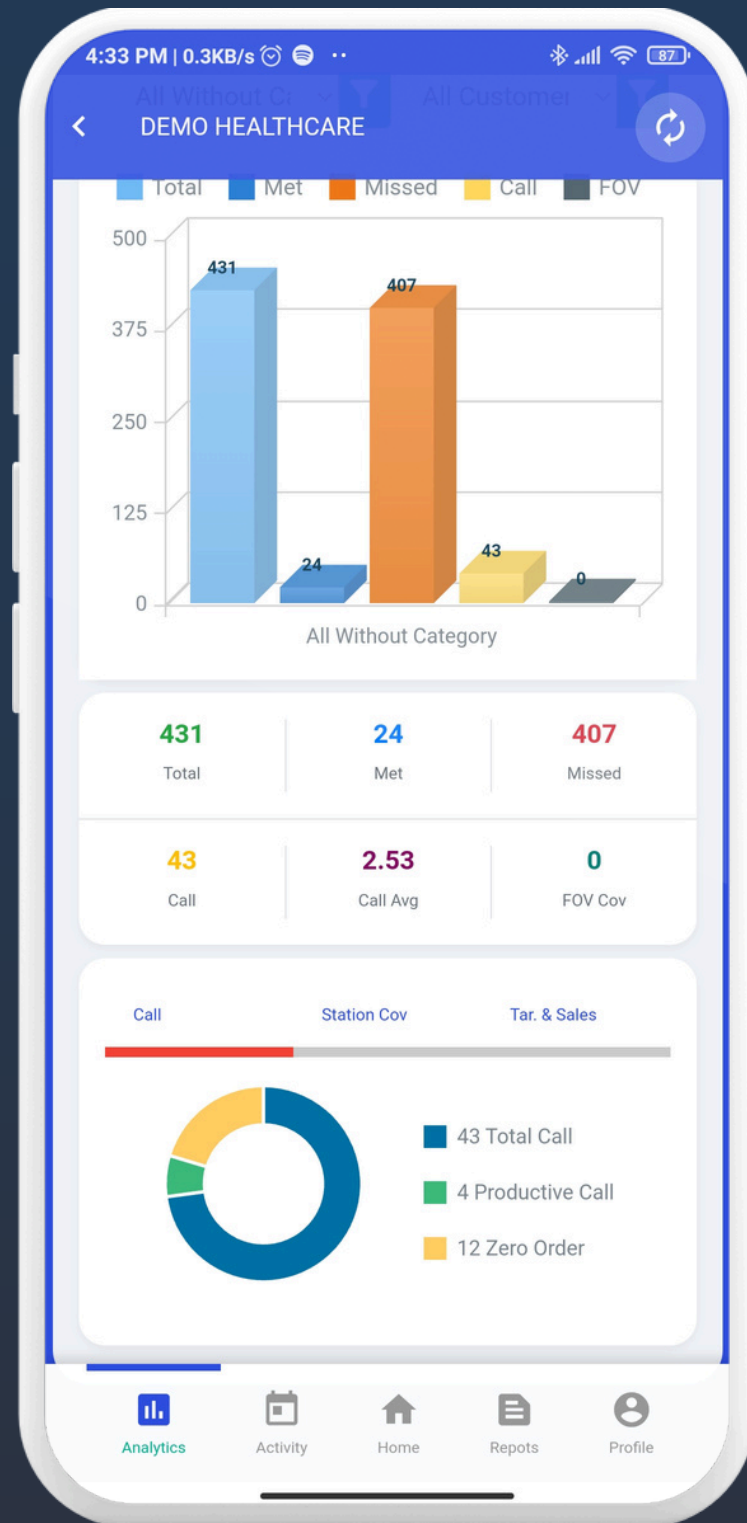


**Other
Add-ons available ...**



MOBILE AND WEB VIEW





4:40 PM | 0.1KB/s

Summary

Field Staff

ANUJ KUMAR GUPTA(MR)(HQ:KATIHAR)Activ

NOV 2023

Online Offline

Total Call:	40	Productive Call:	4
Total Order:	9223.32	Pending DCR:	9
Total DBR/Stockist Call:	3		
Doctor Call:	27	Doctor Call Avg:	1.59

Wed, 01 Nov 2023

Day Status : Working Day(Unconfirm)

Worked Area:

Worked With: Self

Dr.call: 2 Stockist Call: 0Chem.call: 0

TC/PC: 2/0 Order value: 0.00

Un-listed:0 Listed:2

TA Amt: 0.00 Ist Call: 11:12:02 AM

DA Amt: 90.00 Last Call: 11:13:20 AM

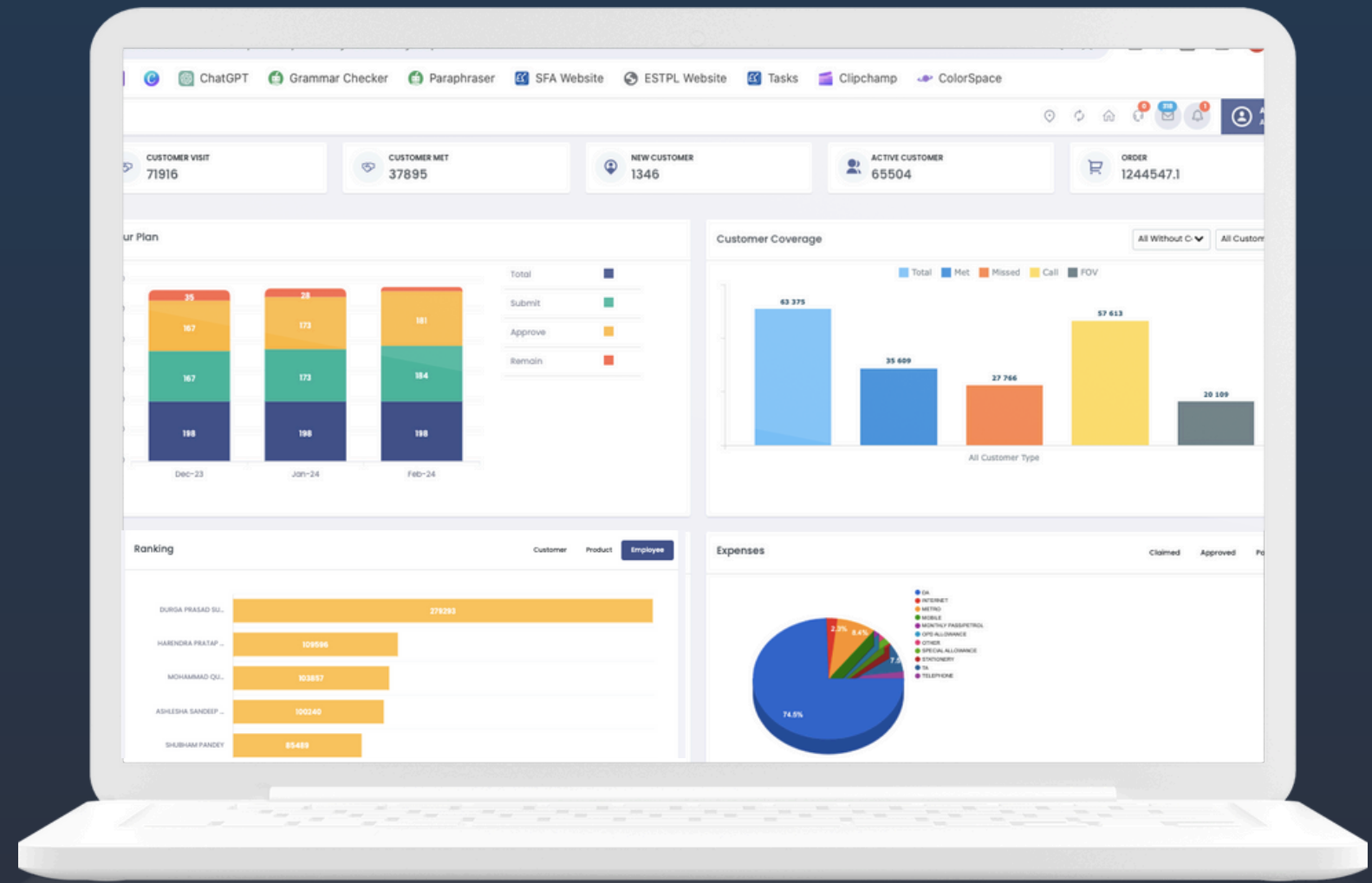
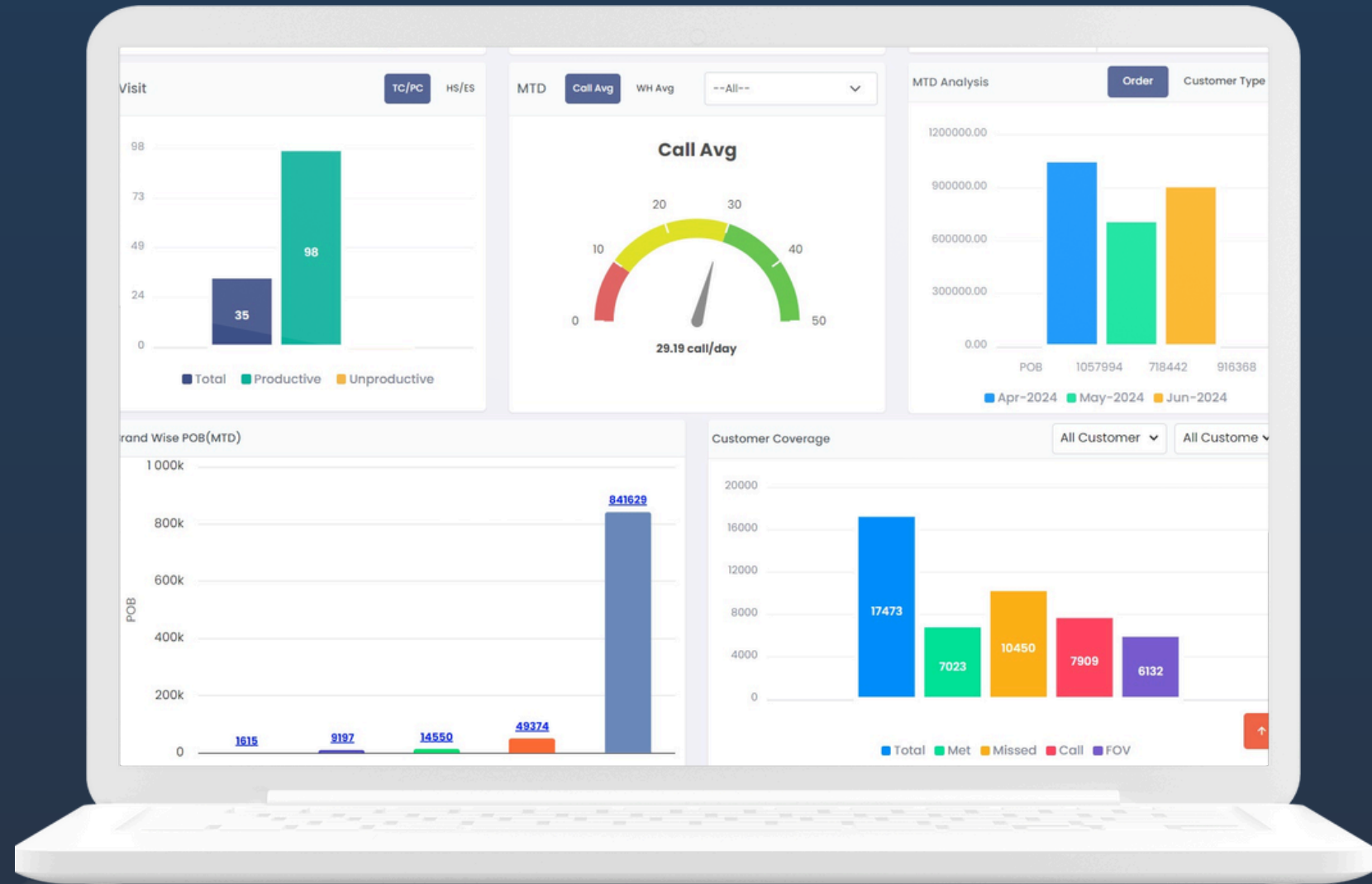
Start Time: 10:19AM End Time: --

WH Start/End: WH Ist/Last Call: 0:1

Remark : Vv

Reminder Call:0

Analytics Activity Home Repots Profile



Our Trusted Clients

P
H
A
R
M
A



F
M
C
G



G
L
O
B
A
L





500+
Clients



50K+
Users

GLOBALLY



That's All!

Connect with us.



+91-9760107498



sales@essentialsoft.co.in