

# Field Agent Proof of Location

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## The business requirement

Competition for field marketing contracts for the top brands increases every year. The key determinant of success is the quality of field staff. With the best staff, training and development can bring rewards for all. The minority of staff that show disregard for basic professionalism can wreck a reputation for the agency and the brand which has taken years to build.

In particular, a field agent who does not turn up on time or at all may waste a great deal of preparation, reserved space and investment at a store. Therefore, this behaviour must be monitored, reported and acted upon.

## What do field agencies do about it now?

Most ensure quality by having several home based telephone staff calling around the stores and visit locations to make sure people have indeed turned up. They also implement sign in and out procedures. Field agents should make themselves known to the local manager on arrival but cannot always find them at start of day. With hundreds of field agents out there, this soon becomes a sampling exercise rather than a 100% check. It is also very easy to deny absence and it is impossible to prove that a member was present when a store manager happens to check on them when they are away from their post briefly.

## What it does

The system integrates AXLR8 handheld applications for Android with the AXLR8 field marketing system which keeps records of where all field agents should be. Thus if an agent should be demonstrating a new IT product in Heathrow terminal 3 or Gary's Gadget Shop in Truro, they can prove they were there 5 minutes before the time they were booked to start the shift and there a few minutes afterwards. Good agents support the system very strongly.



## How it works

Procedures will vary from agency to agency but the tool will support most policies. The system takes advantage of two simple facts. First, the AXLR8 booking system knows when and where the field agent is supposed to be at any time. After all it was used to book that person on the job. Secondly, the hand held device knows where it is because of modern geographic information technology. By comparing the two at start of day (and perhaps other times and then at the end of the working day), you can prove where each agent's handheld device was at that time. For some agencies this is enough. However, to prove that the people your agency have recruited, vetted, trained and developed are there, some agencies apply even stricter procedures.

The strictest procedure (which AXLR8 also provide) is to ask the agent to provide photographic proof that they were there at the time. Thus a person who arrives at Candy's Camera Shop in Truro for a 9 a.m. to-5 p.m. demonstration day will take a photo of themselves standing outside the shop front. The time and geo-location will be uploaded with the photo and will be readable by the software from the data that can be uploaded with the picture.

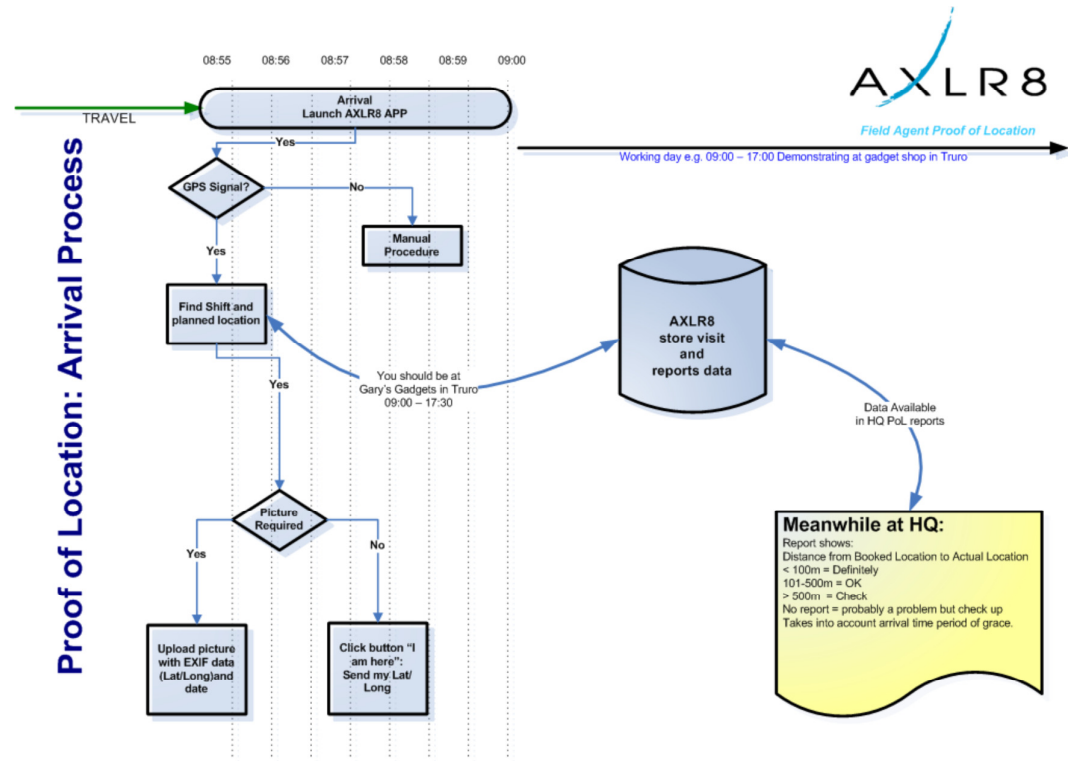
This information is fed through to reports for telephone checkers who just have to focus on the bookings where no proof has been provided.

This diagram shows how the system works for thousands of staff every day.

It uses the same App that staff will be using for their reporting at the stores.

There is full integration with other AXLR8 modules:

- AXLR8 Staff Booking
- AXLR8 Field Marketing
- AXLR8 Asset tracking for swipe/ID cards, uniforms, PoS and demo equipment, tools, vehicles, etc.
- AXLR8 Access Control
- AXLR8 Time and Attendance (CICO)
- AXLR8 Expenses
- AXLR8 Job Tracking
- AXLR8 Survey Builder
- AXLR8 Questionnaire Builder
- AXLR8 Payroll
- AXLR8 Trigaware™



STORE VISITS	2014-05-14 10:30:00	BRACKHILL TRAINSTATION - BRACKHILL	RG42 1HX	51.41309	-0.75185	Not Found	Not Found	Not Found	51.41689	-0.75044	4.47 miles
UPLOADED DATE	PICTURE DATE	STAFF NAME	PICTURE LATITUDE	PICTURE LONGITUDE	PICTURE DISTANCE	LOCATION LATITUDE	LOCATION LONGITUDE	LOCATION DISTANCE			
2014-05-14 18:14:54		Kaveleigh Staffer	Not Found	Not Found	Not Found	51.41689	-0.75044	0.27 miles			
2014-05-14 18:00:35		Kaveleigh Staffer	Not Found	Not Found	Not Found	51.40998	-0.80613	2.35 miles			
2014-05-14 17:05:33	2014-05-14 17:05:15	Kaveleigh Staffer	51.37275	-0.82626	4.25 miles	51.37275	-0.82624	4.25 miles			
2014-05-14 17:04:59		Kaveleigh Staffer	Not Found	Not Found	Not Found	51.37273	-0.82621	4.25 miles			
2014-05-14 17:02:05	2014-05-14 17:01:41	Kaveleigh Staffer	51.37270	-0.82613	4.25 miles	51.37270	-0.82614	4.25 miles			
2014-05-14 17:01:29		Kaveleigh Staffer	Not Found	Not Found	Not Found	51.37270	-0.82613	4.25 miles			
STORE VISITS	2013-06-01 13:00:00	MOHARIC TILEBURY	RG31 5TY	51.45748	-1.05784	Not Found	Not Found	Not Found	51.45748	-1.05784	Not Found
UPLOADED DATE	PICTURE DATE	STAFF NAME	PICTURE LATITUDE	PICTURE LONGITUDE	PICTURE DISTANCE	LOCATION LATITUDE	LOCATION LONGITUDE	LOCATION DISTANCE			
2014-05-14 16:03:35	2013-11-29 15:45:17	dave tester	51.37265	-0.82589	11.56 miles	51.37273	-0.82621	11.55 miles			
BER'S CAMPAIGN	2013-06-18 00:00:00	COHET ABERDEER - ABERDEER	RG45 6BW	51.36911	-0.80029	Not Found	Not Found	Not Found	51.36911	-0.80029	Not Found
UPLOADED DATE	PICTURE DATE	STAFF NAME	PICTURE LATITUDE	PICTURE LONGITUDE	PICTURE DISTANCE	LOCATION LATITUDE	LOCATION LONGITUDE	LOCATION DISTANCE			
2014-01-15 14:14:29		test1234 test123	Not Found	Not Found	Not Found	51.51972	-0.63181	12.79 miles			
2014-01-13 11:04:04		test1234 test123	Not Found	Not Found	Not Found	51.41238	-0.75798	3.60 miles			
2014-01-13 11:03:37		test1234 test123	Not Found	Not Found	Not Found	51.41221	-0.75789	3.59 miles			
BER'S CAMPAIGN	2013-12-30 09:00:00	JOHN LEWIS - KINGSTON	KT1 1TE	51.41144	-0.30632	Not Found	Not Found	Not Found	51.41144	-0.30632	Not Found
UPLOADED DATE	PICTURE DATE	STAFF NAME	PICTURE LATITUDE	PICTURE LONGITUDE	PICTURE DISTANCE	LOCATION LATITUDE	LOCATION LONGITUDE	LOCATION DISTANCE			
2014-10-01 13:42:40			Not Found	Not Found	Not Found	51.46827	-0.20858	5.76 miles			
			Not Found	Not Found	Not Found	51.55478	-0.27907	9.90 miles			

The report may be filtered by event/date etc.

In a typical report, the calling staff can see with colour codes and icons those staff who have proven their location with varying levels of evidence. With an Android phone and geolocation permissions switched on for this purpose, they can send their selfie with full geolocation and time stamp which is a high level of evidence. An Apple iPhone or iPad the proof will show the location the phot was uploaded and the photo will show them outside the location. However, Apple remove the geolocation and time stamp out of the picture. We will not invest in Apple as (at time of writing) their market share is below 15% and dropping. We will consider other emerging operating systems on market acceptance and facilities. We obviously support procedures base on manual and zero internet methods as well.