

About Purple Surgical

Purple Surgical is in the business of providing the healthcare community and its patients with surgical safety solutions as well as enhancing surgical efficiency and effectiveness with an innovative, highly competitive and developing product range.

Purple Surgical SA is a subsidiary of Purple Surgical International. Purple Surgical was established in 2000 to fill the void created by the acquisition of a number of small, specialist surgical product manufacturers by large, predominantly U.S. multi-nationals. Their headquarters are in London, England with a production and distribution facility based in the south west of England occupying a 5,000 square metre site. It contains three state of the art clean-rooms, encompassing assembly, injection moulding, tubing extrusion and automated packaging.



Purple Surgical manufactures and markets an extensive range of high quality, cost effective, single use instruments and devices that are routinely used and frequently purchased by the O.R./Theatre Manager in every hospital. Many of these products offer a unique solution to every day challenges within the international healthcare environment.

Purple Surgical is now active in over 70 countries worldwide through our network of over 90 local distribution partners.



Challenges

Purple Surgical South Africa (Pty) Ltd has a small team of eight to ten sales people who service hospitals and clinics throughout the country with the supply and maintenance of essential surgical equipment.

“Until we installed Econz Timecard GPS Lite we were using a combination of a CRM product and spreadsheets to track both forward and after planning, as well as sales call frequency and accuracy,” Sales Director Trevor Millar.

Because the team is small and focused, Purple Surgical needed to detect any sales personnel issues as quickly as possible to avoid loss of revenue. Anyone managing a sales team will know that early spotting of an individual with time keeping and sales calls issues is essential for success.

“Our previous systems produced at least 10 pages of reports, some handwritten, that needed to be scrutinised and entered into our system. We operate in a very competitive environment and needed to be much faster and more agile. Timecard GPS Lite has given us that agility and accuracy,” Trevor Millar says.

They also needed to know where their sales people were, how long they spent with each customer, and get feedback from the hospitals on service quality.

“Since introducing Econz Timecard GPS Lite we have scrapped all paper reporting, saving a great deal of management time, and ensuring that corrective measures can be taken where a sales person needs some guidance,” concludes Trevor Millar.



Results

“Since introducing Econz Timecard GPS Lite we have scrapped all paper reporting, saving a great deal of management time, and ensuring that corrective measures can be taken where a sales person needs some guidance,” concludes Trevor Millar.

Timecard GPS can be pulled up at any time to see where staff are, what times they log in and out for customer visits, and subsequently to train them to save lost selling time and focus on their objectives. Trevor Millar says product pushes especially need the assurance that all hospitals and clinics have been visited within specific time frames to meet certain deadlines and tenders.

Timecard Lite offers GPS Tracking information such as location, speed and mileage. In addition, GPS Smart Fence Technology, Bread Crumb Trails, Speed Triggers are also available with Timecard Lite. Timecard Lite's GPS Tracking works on all android, Blackberry and apple devices and Tablets.

Since implementing Timecard Lite, the company has enjoyed several benefits, including:

- Management reports to reduce time theft
- Management information on product sales
- Increased time efficiencies
- Management of territory coverage
- Fast highlighting of poor sales performers
- Identification of areas that need immediate attention

Millar also reports that due to the success in South Africa, the parent UK Company, Purple Surgical United Kingdom is currently implementing the Timecard Lite system.



For more information on ECONZ Wireless visit www.econz.co.za or call us at +27 (0) 10 500 9637