

## About Afrimat Readymix

Afrimat Limited is a leading black empowered open pit mining company providing construction materials and industrial minerals. The group is listed in the 'Construction & Building Materials' sector of the Main Board JSE Limited and Afrimat's core subsidiaries have been in operation for more than 45 years.



The Readymix division supplies concrete primarily to large-scale civil engineering and infrastructure projects through fixed and mobile readymix plants where concrete is batched on demand and then transported to site by concrete mixer trucks. Close to 90% of Readymix's raw material needs (excluding cement) are sourced from the group's own quarries.

Readymix plants are based in the Western Cape and northern KwaZulu-Natal, including Zululand. The division also offers production, pumps, TFM mixer and technical services. All sales personnel in this division have attended the relevant training courses with the Concrete and Cement Institute of South Africa.



## Challenges

With a sales team constantly in the field and travelling across the country, Ricus van Heerden, Sales Manager of the AfrimatReadymix Division, needed a better grip on the sales reports, orders, and the performance of his sales people.

"Sales people are not known for their admin skills," van Heerden says wryly. "We were using monthly Excel spreadsheets which were not always correctly put together, and often were late. Also, Afrimat prides itself on customer service and we needed to be sure that sales calls were actually taking place, any issues reported and a better handle on which orders we could expect."

***"Over the 12 months since implementation I am seeing more accountability from the sales team and I am now able to provide management with accurate and prompt sales reports." says van Heerden, Sales Manager of AfrimatReadyMix.***



## Results

Since implementing Econz Timecard GPS, things have changed.

"We now get daily reports from the team in the field and we can check where they have been, who they have seen, and process the orders much faster," van Heerden says. "In fact our sales team has embraced the Econz system enthusiastically as they file their reports as they sit in their cars on leaving the customer".

"In addition, because the system is on their phones or tablets, the template has been designed to be totally user friendly and consistent. So we receive accurate reports that follow the same template of data capture."

Van Heerden says it's always been his wish to minimize any weaknesses in his job and for his employees. "Econz Timecard has achieved this for us. It has relieved the admin burden on the sales guys and allows them to focus on their core activities - customer services and sales. Over the 12 months since implementation I am seeing more accountability from the sales team and I am now able to provide management with accurate and prompt sales reports."



For more information on ECONZ Wireless visit [www.econz.co.za](http://www.econz.co.za) or call us at + 27 31-100-2331