

About Powafix

Powafix was founded in South Africa in 1988, and is a leading supplier of chemicals to the paint, building and allied trades.

Powafix provides a wide range of locally manufactured chemicals and solvents used in the timber, building, paint and DIY sectors, available at national retail chains such as Builders Warehouse, Mica, Jacks Paint, Timber City, Pennypinchers, etc. These products are used both by professionals and consumers and are available country-wide and in neighbouring countries.



Their commitment to supplying quality, value for money products is backed by a professional team of merchandisers who train and service the staff at retail customers, as well as introducing promotions, checking shelf layouts and stock levels.

They believe in continuous research and development to ensure quality levels are maintained, look to offer newer and better products - all of which are backed by a 100 % money back quality guarantee.

Challenges

“Our merchandisers are strategic to our business,” says Powafix Sales Manager Joel Poily. “They visit our customers to provide their staff with knowledge of our range of products, check shelf layouts, promotions, and stock levels, which is then passed to our Account managers who follow up with orders.”

“Before we implemented Timecard Lite, we had no idea if our merchandisers in the field were starting on time, visiting their allocated stores and not only transferring product knowledge to the store staff, but checking stock levels, promotions and product display.”

“This meant our supply chain was in danger of breaking and we felt we needed an employee tracking system that was easy to implement and use, and readily accepted by the merchandising team. We also wanted to maintain our history of quality service to our retail customers.”

With Timecard Lite the company is also receiving positive feedback from store managers on their service levels, and seeing an increase in orders as stock levels are transferred to Account Managers for sales follow up.

“Almost immediately we are seeing an increase in sales as the merchandisers push stock into the stores,” says Poilly.

Results

Powafix deployed Timecard Lite already installed on new GPS phones for the merchandising team.

The team found the phones and the solution extremely easy to use and the system was up and running within a week from training the users, to going live in the field. Everyone is now clocking in and clocking out on time.

Powafix management are realizing that this gives them not only the means to track employees with regard to their hours worked, but offers GPS Tracking information on:

- Location
- Speed
- Mileage
- GPS Smart Fence Technology
- Bread Crumb Trails
- Speed Triggers
- Idle Time Triggers

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“We are aware that Timecard Lite is at entry level for us and we are exploring the additional features of Timecard and Eservice from Econz Wireless, which offers job tracking and reporting, sales reports, pay roll integration and much more.”



For more information on Econz Wireless visit www.econz.co.za or call us at + 27 31-100-2331