



## Xora GPS TimeTrack Case Study: Beverage Distribution

# xora

### Crescent Crown Distributing

### Xora Gets Crowned

Crescent Crown Distributing is the third largest beer distributor in the country, representing Miller, Molson-Coors, Crown Imports, Heineken, Femsa, Labatt, Mike's and Pabst Brewing Co. From its single warehouse in Phoenix, AZ, Crescent Crown's Arizona Division services almost 400 Major Chain Grocery and Drug accounts with merchandising service. These stores include: Fry's Food and Drug, Bashas' Food and Drug, Wal-Mart, Safeway, and Albertson's.

Keeping customers happy is priority number one at Crescent Crown, a challenge that increases every time the company adds a new line of beverages or retail outlets to its portfolio. Crescent Crown's goal is to ensure that customer shelves are fully stocked at all times, and that customers are serviced in an efficient manner, a responsibility that falls to Robert Taylor, the company's merchandising supervisor. To help achieve this goal, Crescent Crown is using a phone-based mobile workforce management system from Xora Inc., with a payroll software solution from ADP.

#### Xora GPS TimeTrack

Robert's 53-person merchandiser staff uses the Xora application running on their cell phones to record "shift start" and "shift end" times. Rather than begin each day with a trip to the Crescent Crown warehouse, merchandisers simply clock-in when they reach the first job site, and clock-out at the end of the day from their last job site. Merchandisers also use the Xora application to record the name or number of each job, and the status of that assignment. This way, Robert has an accurate record of hours and jobs worked, including how long each job took to complete. The phones are equipped with a GPS receiver, so all time sheet and job status information is location-stamped. Robert now knows the location and activities of merchandisers at any given time, a valuable asset when trying to optimize the number of customers that are serviced each day.

On a daily basis, data captured by the Xora system is automatically uploaded to an ADP time and attendance system that integrates with ADP payroll services. In this way, Xora acts as a front end, or

mobile time clock, to ADP, the industry leader in payroll automation. By automating the punch-to-payroll process with Xora and ADP, Crescent Crown's payroll staff is freed from the burdensome task of manually re-entering time sheet data.

"Xora is the perfect complement to ADP," said Joyce Rohrer, payroll administrator at Crescent Crown. "Data is entered once, by our merchandisers, into the Xora application running on the phones, and it automatically populates the ADP payroll system. The result is a fast and accurate process that is saving us significant time and money, both in the field and at the office."

### Highlights

#### Goals:

- Improve the process of tracking the location and activities of merchandisers.
- Automate payroll processes.
- Optimize the number of customers serviced each day.

#### Solutions:

- Interactive maps show the location and activities of workers at any given time.
- Automate and simplify payroll collection.
- Analyze driver data to weed out procedural bottlenecks.

#### Benefits:

- Receive time stamped information real-time.
- Reduced overtime hours billed by 30 minutes per merchandiser, per day.
- Provide better customer service as a result of better time management

In the field is where Xora makes its greatest mark on customer service. Robert uses the Xora system to track how long each job is taking. He knows if a merchandiser spent 45 minutes or two and a half hours at a customer site, which helps him to determine if his staff needs to be bumped up to meet increased demand from customers. Robert has also configured the Xora system to send him email alerts if a job is taking longer than expected, or if a merchandiser hasn't clocked in or out at the anticipated time. This way, Robert can respond in real time by contacting the merchandiser and/or sending help so his team does not fall behind in its daily responsibilities.

#### Moving Forward

Since implementing the Xora system in the spring of 2006, Crescent Crown has reduced expenses related to overtime hours for its merchandiser staff. By having his merchandisers clock in and out from the field rather than the warehouse, Robert estimates Crescent Crown has reduced overtime hours billed by 30 minutes per merchandiser per day, a significant savings.

"As the saying goes, time is money," said Taylor. "Xora saves us considerable time, which means more jobs get done each day, clients are happier, and Crescent Crown is more profitable. The entire process, from capturing merchandiser hours to getting them paid, is faster and more efficient with Xora and ADP."

