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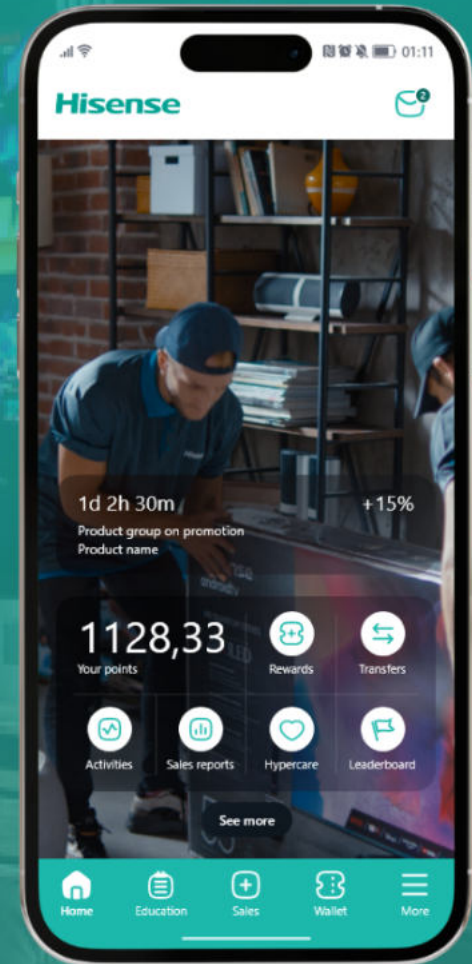ALL IN ONE APP - FOR PROMOTERS AND SALES REPS

REAL-TIME DATA ON BRAND PRESENCE & PRODUCT DISPLAYS

Hisense

360° WORKAROUND SOLUTION

Hisense

360°
WORKAROUND SOLUTION DESIGNED TO ENHANCE OMNICHANNEL SALES PERFORMANCE

TRANSFORM YOUR FRONTLINE INTO BRAND AMBASSADORS

/ Directly incentivize front-line employees, boost sales performance, and increase profit through recommendation system

ENGAGEMENT

/ Directly incentivize and reward user loyalty, trough digital incentives
/ Sustain users' continuous learning, ensuring that the learning process remains in progress

GET REAL-TIME RETAIL INSIGHTS

/ Enhance field marketing activities and empower sales representatives, to achieve real-time insights into your brand's positioning in retail

MANAGE ALL YOUR PSI REPORTS IN ONE PLACE

/ Gain real-time insights into sales, inventory, and distribution. Automate reporting, optimize performance, and forecast distribution needs

SET TARGETS & AUTOMATE BONUSES

/ Empower commission managers to automate plans instantly and keep sales reps productive with transparent commission insights

📱 **MOBILE APP** END USERS

💻 **WEB** MANAGEMENT
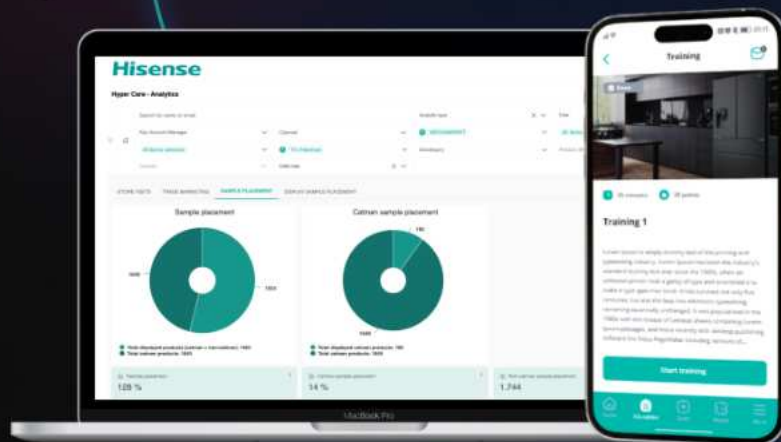
ANALYZE DISPLAY REACH

Real platform example on Hisense product

Hisense

ROI

Evaluate the ROI of frontline employees by **comparing** real store sales with individual performance

PRODUCTS IN STOCK **40**

Net stock worth: 33,960 €; 40 pcs
New products: 30,564 €; 36 pcs
Opened samples: 3,396 €; 4 pcs

SALE REPORTS **58**

Sold units of TV QLED GAMING TV, highlighting promoter engagement in sales, with a **total PVP revenue** of 63.742 €

5 STORE VISITS **31'** AVERAGE TIME SPENT

A record of all completed visits within the selected timeframe, featuring geolocation data and the duration of **time spent** in the store

90% SAMPLE PLACEMENT

Achieved in compliance with placement standards, ensuring **9/10 samples** are displayed as per planograms

70% DISPLAY PLACEMENT

Alignment with display standards, confirming that **7/10 products** are displayed at correct positions

Retailer: Mediamarkt; **Store:** Madrid (Goya)
Product category: TV QLED GAMING TV
Product SKU: 6942351402871
Created at: 2024-12-17 10:05:32
User: Jesica Brito

HYPERCARE: HOW DOES IT WORK

Hisense

B2B SaaS solution that boosts sales by engaging sales teams and promoters, used to increase brand presence in retail locations through motivated on-site employees. The platform processes essential data—inventory, product visibility, brand share, real-time sales, and ROI analysis.
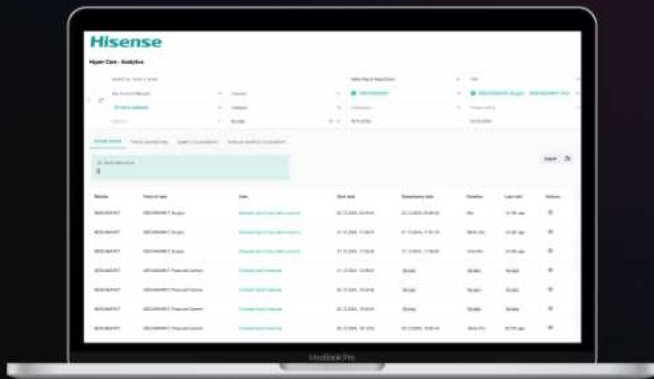
1

2

3

HISENSE

/ PROMOTERS & SALES REPS

/ EDUCATION & REWARDS

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3 STEPS TO RETAIL INSIGHTS

1   **2**   **3**

HYPERCARE TASKS

/ SALES REPORT

/ PRODUCT DISPLAY

/ STOCK STATUS

/ TRADE MARKETING ACTIVITY

/ DISPLAY SHARE & COMPETITION

USER ENGAGEMENT

/ EDUCATION & PROMOTIONS

/ REWARD WALLET

/ NEWS

/ NOTIFICATIONS & COMMUNICATION

/ LEADERBOARD

HYPERCARE ANALYTICS

/ SALES & STORE PERFORMANCE

/ STOCK MANAGEMENT & ROI

/ PRODUCT PLACEMENT & RANKINGS

/ TRADE MARKETING & FIELD INSIGHTS

SALE REPORT

Hisense

Streamlines and accelerate the reporting of product sales within a retail environment.

/ PROMOTERS RECORD KEY SALES DATA

- Quantity and retail price of each product
- Visual verification (e.g., a photo of the receipt)

/ BENEFITS OF COLLECTED SALES DATA

- Tracks **product performance**
- Provides detailed insights into **sales activities at both the store and chain levels**

Based on the collected insights, Hisense can streamline sales tracking, enhance data transparency, and make informed decisions to strengthen market performance
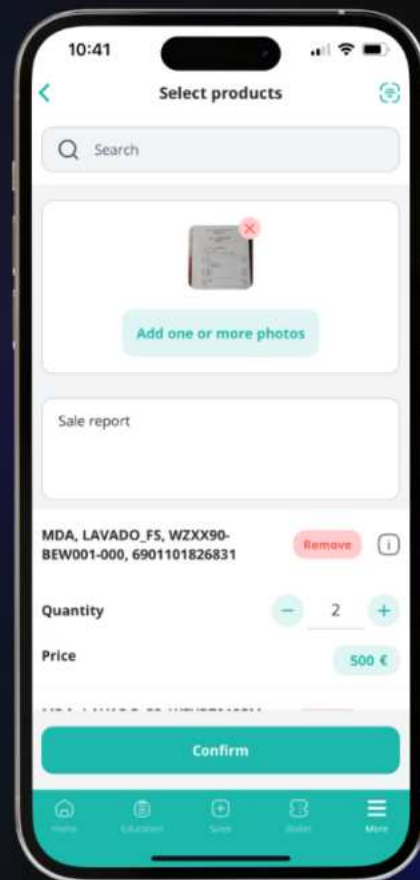
PRODUCT DISPLAY

Hisense

/ CAPTURE PRECISE AND VISUAL DOCUMENTATION OF PRODUCT EXPOSURE IN RETAIL LOCATIONS

Access a predefined list of products specific to each store, showing only planned items. This streamlines searches, improves reporting efficiency, and provides insights into how well store conditions align with exposure plans.

/ STEPS TO RECORD AND VERIFY PRODUCT DISPLAYS

- View a **predefined list of products** available in the selected store
- Search for products or scan barcodes to record key data: **quantity, price, and photos of product displays**
- Select **display locations** from predefined options (e.g., Brand display, Wall, Island, On the stack...)

Helps Hisense ensure compliance with display plans, optimize product visibility in stores, and strengthen its competitive position by providing detailed insights into product placement and presence
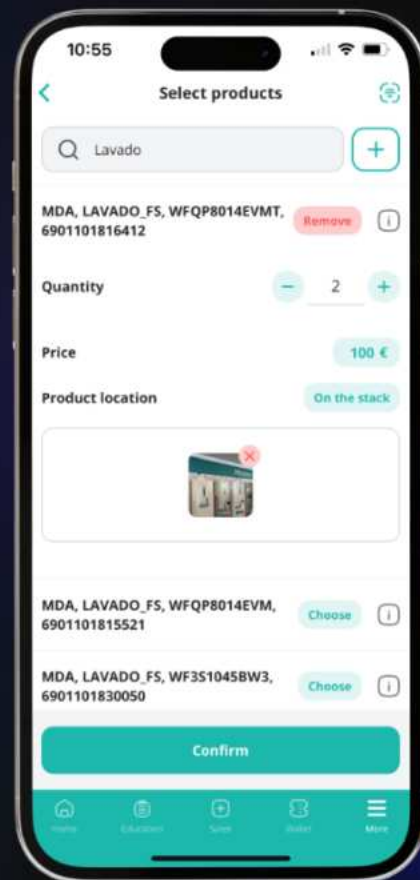
STOCK STATUS

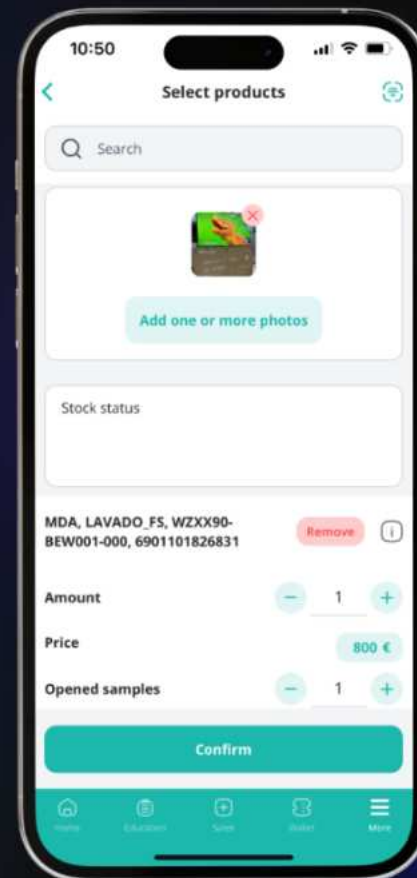**Hisense**

/ ENHANCED INVENTORY INSIGHTS

- Track in-store product availability - record stock quantities, retail prices, visual materials and add detailed notes for context
- Get **accurate insights into stock levels, pricing, and product conditions**, optimizing inventory management and sales

/ ADVANCED STOCK TRACKING

The Stock Status Advanced extension adds the ability to track two quantities:

- **New stock** (unopened products)
- **Open samples** (displayed/demo products)

Helps Hisense ensure accurate inventory tracking, optimize stock management, and make data-driven decisions to minimize losses and boost efficiency

TRADE MARKETING ACTIVITY

Hisense

/ ADAPTABLE TO YOUR TRADE MARKETING NEEDS

The Trade marketing activity task enables users to **record personalized activities** and daily tasks, offering **flexibility** to adapt entries as needed, trough:

- Select the relevant product for the task
- Upload images directly from the device camera or gallery
- Add notes or comments to provide context

Adapt entries to align with specific requirements.

Helps Hisense monitor and document field activities efficiently, enhancing communication and providing real-time insights into promotional efforts
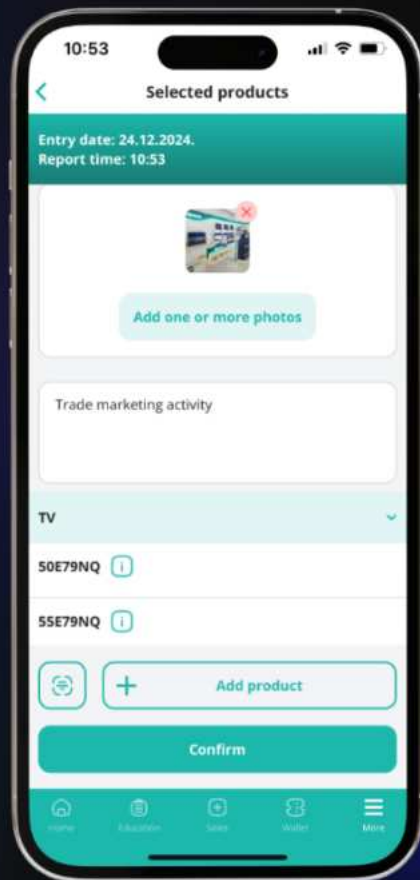
DISPLAY SHARE & COMPETITION

Hisense

/ MONITORING PRODUCT DISPLAY

- Track the exposure of Hisense and **competing products** in stores to analyze **display share and positioning**
- Get insights into product visibility and **competitive presence** within the product category

/ UNDERSTANDING MISSED SALES

- Record situations where **sales were not completed**, capturing competing brands and product categories chosen by customers
- **Identify key competitors** and uncover opportunities to **improve strategy**

Helps Hisense to analyze market presence, track display share, and strengthen its competitive positioning within the product category

Phone screen content:
11:12

Display survey master

Competition - UNDEFINED	
Hisense	12,99%
Gorenje	2,60%
Ninja	3,90%
Blaupunkt	6,49%
Karcher	0,00%
Xiaomi	0,00%
Nutribullet	0,00%
Deerma	0,00%
Rosberg	0,00%
Sencor	0,00%

Confirm

EDUCATION

Hisense

Create educational content tailored to your users' needs, with the ability to categorize training sessions as you choose. Empower promoters for better recommendations and sales results by educating them on:

- **Product range** – Detailed information about features and benefits
- **Product display** – Guidelines on proper placement of products in retail spaces
- **Industry trends** – The latest information relevant to your business
- **Internal processes** – Instructions and policies to streamline team alignment

/ INTERACTIVE CONTENT

Each training consists of lessons that may include text, images, and video materials for better understanding. After the lessons, users complete a quiz with multiple-choice questions and one correct answer

/ PERFORMANCE TRACKING

Detailed records of completed training sessions, progress tracking, and improved knowledge management
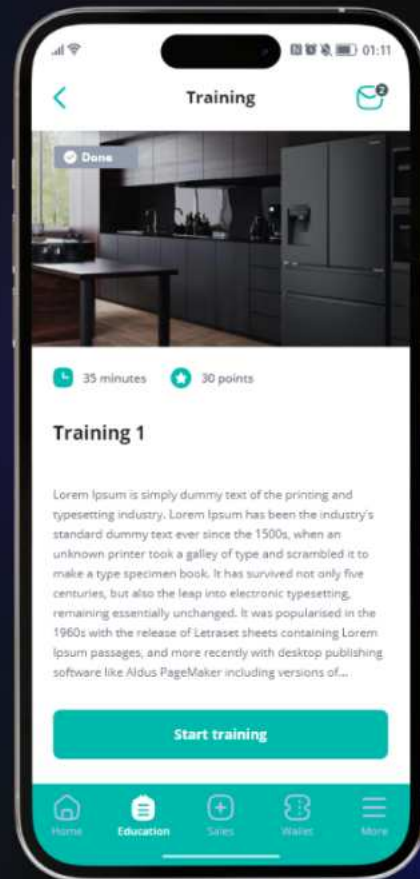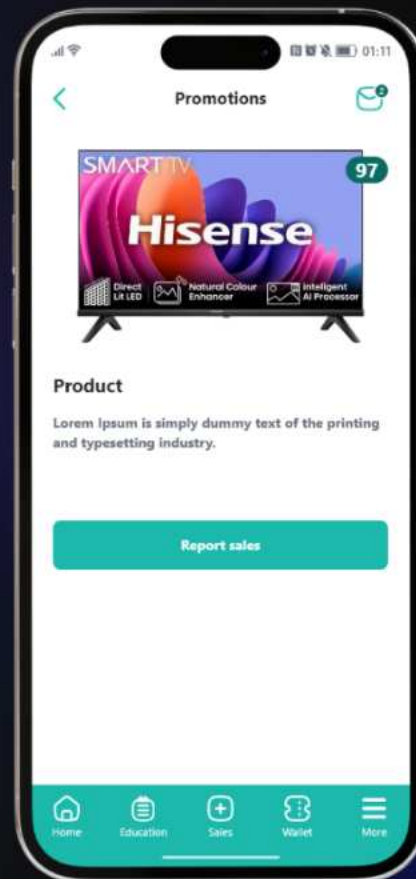
PROMOTIONS

Hisense

Create targeted promotions for products, groups, or categories and maximize their potential within a defined time frame.
Promotions can be made available to all users or directed at specific target groups, such as particular retailers, points of sale (POS), or regions.

Reduce seasonal fluctuations and inventory levels, and boost sales with precisely planned promotions through the application

/ HOW PROMOTIONS BENEFIT YOUR BUSINESS

- **Boost sales** – Highlight products with excess stock or items from seasonal ranges
- **Manage inventory** – Optimize stock levels at specific locations
- **Increase engagement** – Motivate users with additional rewards and incentives
- **Enhance focus on key products** – Promote specific product groups and improve their visibility
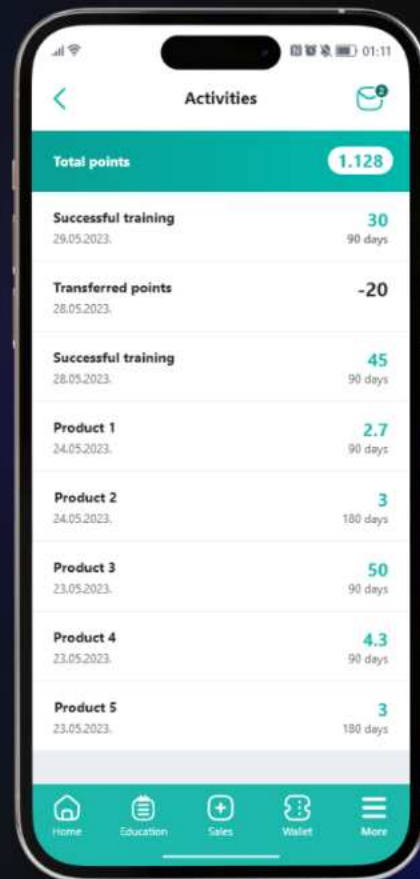
COLLECTING POINTS

Hisense

/ GAMIFICATION

- **Define activities that earn points** – Hypercare tasks, successfully completed trainings, promotions, etc.

- Points as **proof of recognition and motivation** for users

- Users **collect points** over time and **convert them into rewards**

- The entire reward process is carried out through the application – **fast and simple**

Activities	
Total points	**1.128**
Successful training 29.05.2023.	30 90 days
Transferred points 28.05.2023.	-20
Successful training 28.05.2023.	45 90 days
Product 1 24.05.2023.	2.7 90 days
Product 2 24.05.2023.	3 180 days
Product 3 23.05.2023.	50 90 days
Product 4 23.05.2023.	4.3 90 days
Product 5 23.05.2023.	3 180 days

Home   Education   Sales   Wallet   More

REWARD WALLET

Hisense

Users collect points through sales, education, Hypercare tasks and other activities. Once they accumulate enough points, they can order a voucher of their choice, which will be delivered to them through the app in the Reward Wallet.

/ KEY BENEFITS

- **Increased user engagement** through clearly defined goals
- **Digitalized process** for delivering and using vouchers through the application
- Faster and more transparent **reward distribution**
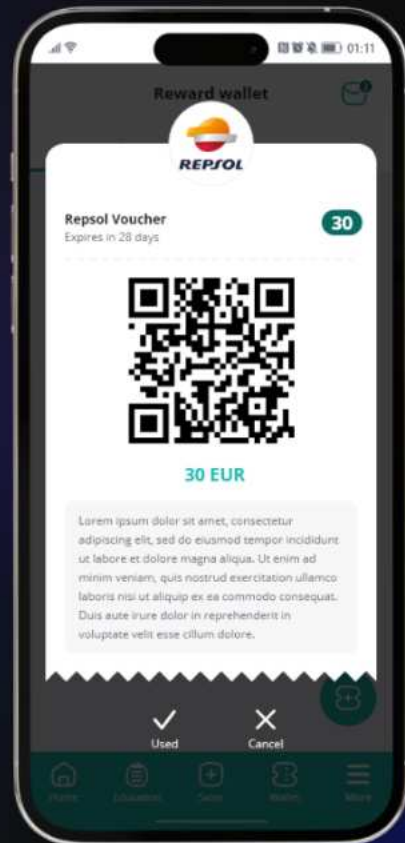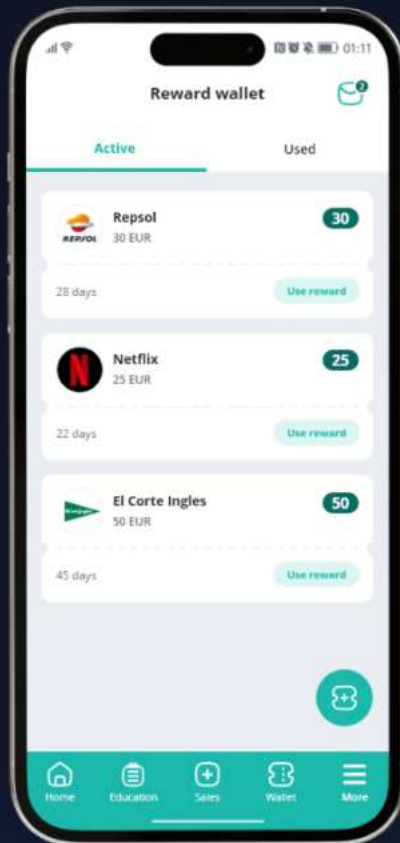
NEWS

Hisense

Through News, you can inform users about important topics.
Sort news into categories based on your needs, for example:

- **Service information –** New functionalities and changes in the application
- **Products and offers –** New products, changes in the lineup, special offers
- **Company news –** Relevant information about the brand

Take advantage of targeted communication – personalize the news according to user needs: send it to all users, specific retail partners, POS locations, or individually targeted users. Maintain continuous communication, increase transparency, and enhance the user experience.
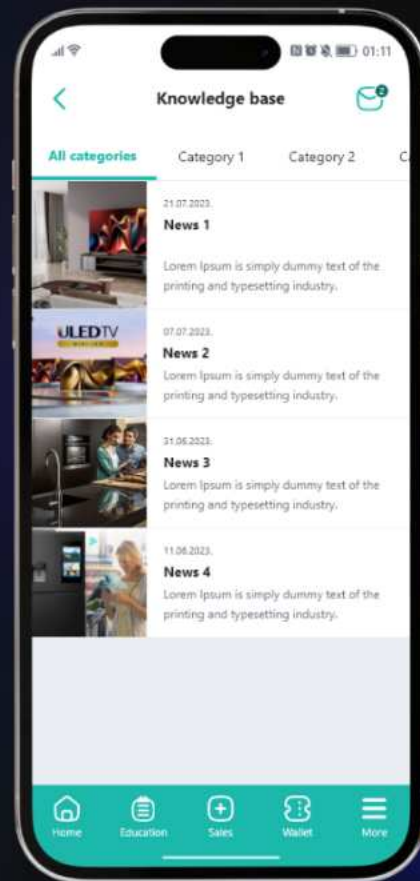
NOTIFICATIONS & COMMUNICATION

Hisense

Resolution center (in-app customer support) – direct chat for users to communicate with administrators

Push notifications can be sent for various purposes:
New task – With information such as the deadline for task completion
New news – Important notifications, updates, or service information
**New training** – Notifications about available trainings and quizzes
New promotion – Highlight current promotions in the application

Personalize the message content as needed. Direct notifications to specific groups (retailers, POS locations, regions, individual users).

/ KEY BENEFITS:

- **Speed** – Users are immediately informed about all important topics
- **Efficiency** – Clear and instant communication improves user engagement
- **Continuity** – All information stays within the application, eliminating the need for additional communication channels
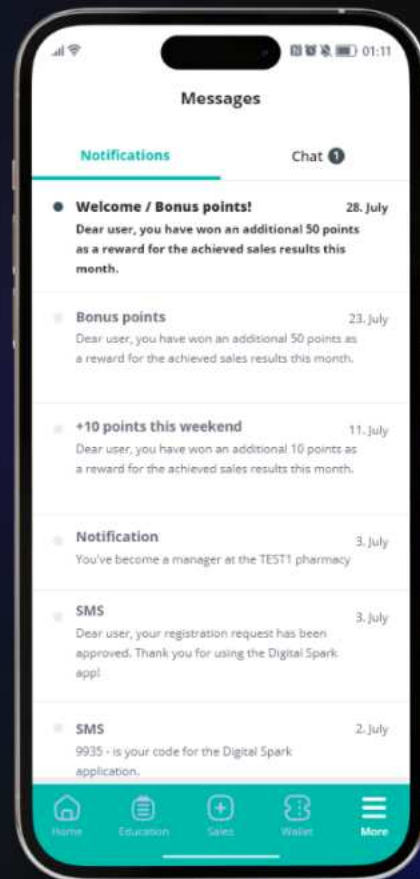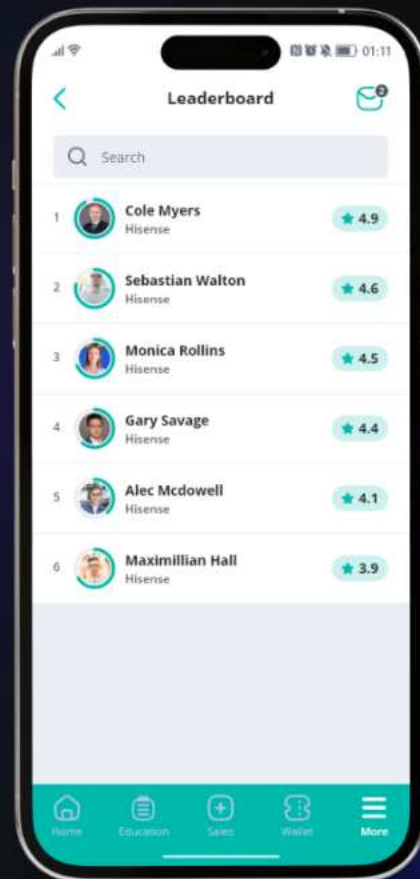
LEADERBOARD

Hisense

The Leaderboard in the app motivates users by ranking them based on their performance and engagement within the app, at the retailer level, by region, and by POS.

The leaderboard can be customized to your specific needs:
- **Anonymous view –** Users see only their name and position on the leaderboard, while other users are displayed as anonymous
- **Transparent view –** Open and positive competition with a list of all promoters by first and last name

/ KEY BENEFITS:

- **Encourage gamification** – Users strive to achieve the best results through successfully completed tasks and solved quizzes
- **Boost engagement** – Motivation to achieve sales growth goals
- **Promote team spirit** – Colleagues from the same stores or regions support each other

Leaderboard

Search

1	Cole Myers / Hisense	★ 4.9
2	Sebastian Walton / Hisense	★ 4.6
3	Monica Rollins / Hisense	★ 4.5
4	Gary Savage / Hisense	★ 4.4
5	Alec Mcdowell / Hisense	★ 4.1
6	Maximillian Hall / Hisense	★ 3.9

Home   Education   Sales   Wallet   More

HISENSE KPI OVERVIEW

Hisense

Tracking and analyzing key performance indicators (KPIs) ensures efficient monitoring of retail performance, stock management, and promotional success. Below is a detailed breakdown of KPIs:

/ SALES AND STORE PERFORMANCE

- **Store visits:** Tracks the number of visits during the selected period across multiple dimensions (e.g., promoters, POS, retailers, sales representatives). This provides a comprehensive view of in-store activity
- **Sales performance:** Monitors real sell-out data and app-reported sales, allowing for KPI tracking and comparative analysis to identify where promoters achieve the best results
- **Promoter performance & bonus scheme:** Measures each promoter's achievements against targets and evaluates their contribution at specific POS locations, supporting performance-based rewards

/ STOCK MANAGEMENT AND ROI

- **Stock report:** Tracks the quantity and value of stock at individual POS and by product, offering real-time insights into inventory levels for proactive stock management
- **Product turnover, ROI, & stock coverage:** Provides data-driven insights into product movement, return on investment, and stock coverage compared to company targets, ensuring optimal inventory flow
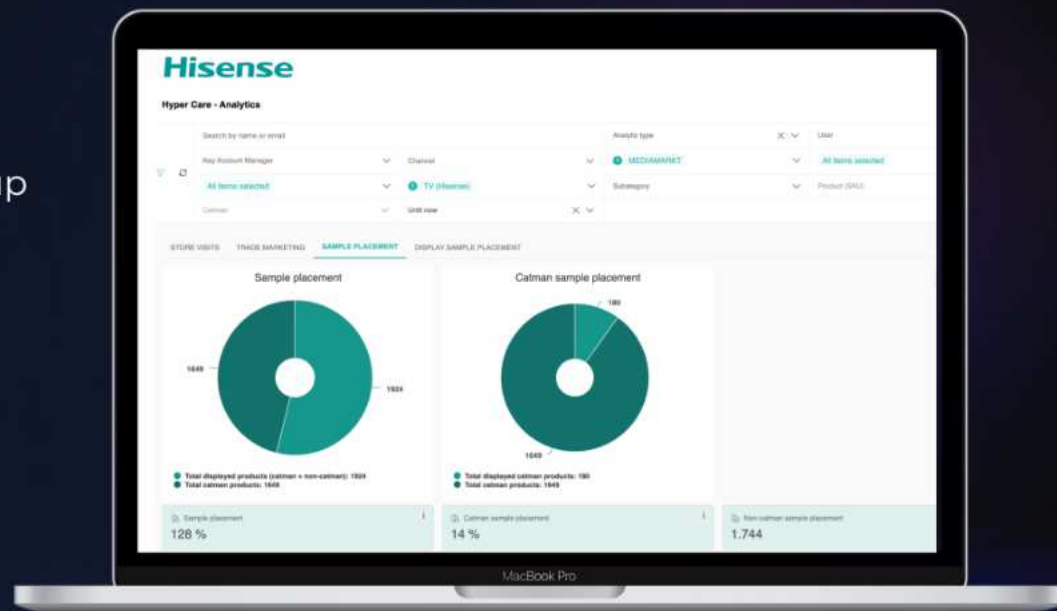
HISENSE KPI OVERVIEW

Hisense

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/ PRODUCT PLACEMENT AND RANKINGS

- **Product placement:** Analyzes product displays at POS, ensuring alignment with planograms or lineup requirements, promoting uniformity and brand standards.
- **Rankings:** Provides insights into performance across multiple dimensions, such as:
  - **Top promoters by sales**
  - **Top POS by sales**
  - **Top POS by best sample placement rate**
  - **Top models by sales**
 - **Top models by placement rate**

HISENSE KPI OVERVIEW

Hisense

Tracking and analyzing key performance indicators (KPIs) ensures efficient monitoring of retail performance, stock management, and promotional success. Below is a detailed breakdown of KPIs:

/ TRADE MARKETING AND FIELD INSIGHTS

- **Trade marketing activities:** Offers comprehensive tracking of promotional and in-store marketing activities. This includes various aspects such as:
  - **Product placements during promotions**
  - **Identification and resolution of damaged materials or shelves**
  - **Effectiveness of in-store branding**
  - **Execution of special campaigns and events**

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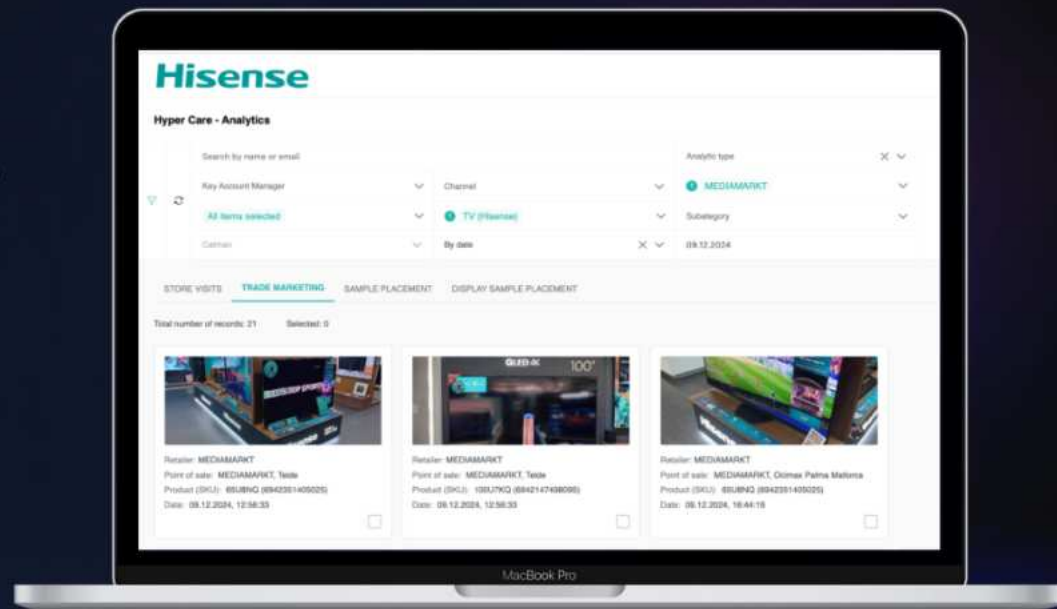
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