BlueMarble Retail:
Fleet on Street (FOS) Management Solution Guide

Why this Matters Now

With telecom operators under pressure to drive last-mile efficiency and reduce revenue leakage, managing large, mobile field teams using manual processes is no longer sustainable. This solution offers real-time control, automation, and fraud-proof execution-exactly what's needed in a performance-obsessed telecom landscape.

What You'll Discover

» A mobile-first platform for FOS operations: attendance, transactions, and geo-validated visits

» Intelligent route planning, offline capability, and real-time inventory tracking

» Seamless order processing, payment collection, and retailer onboarding

» Full visibility into performance, compliance, and expansion opportunities via dashboards

Who This is For

» Sales and Distribution Heads overseeing large field teams

» Channel Operations Managers needing real-time execution and control

» CIOs/CTOs looking to digitize and scale last-mile sales ops

» Retail & Territory Managers seeking better visibility and efficiency in the field

The Results You Can Expect

» 30%+ boost in FOS productivity through optimized visit planning

» Higher retailer engagement and faster territory expansion

» Real-time tracking of field ops, order fulfillment, and collections

» Reduction in revenue leakage and fraud via geo-verification and auto-attendance

» Streamlined distributor-level visibility and performance management

Introduction

For telecom operators, managing a large field sales force FOS) efficiently is crucial for optimizing retailer engagement, sales execution, and last-mile distribution. Manual processes, lack of real-time tracking, and inefficient route planning often lead to missed sales opportunities, low productivity, and revenue leakage.

Comviva's BlueMarble Retail provides an advanced Fleet on Street FOS Management Solution that enables real-time route planning, automated attendance tracking, retailer engagement, and sales execution, ensuring maximum efficiency in field operations.

Key Features of BlueMarble Retail's FOS Management

Mobile-Enabled FOS Operations

- » FOS Mobile App available in multiple languages for seamless on-the-go operations
- » View daily visit plans & mapped retailers directly on the mobile app
- » Real-time inventory tracking at retailer locations
- » Capture sales transactions & process payments from retailers on-site
- » Visit Management with Check in and Checkout Functions
- » Visit Management Control with Geo-Fencing
- » Adhoc Visit Management: To Manage unplanned visits
- » Auto-attendance tracking based on transaction completion at retailer points

Intelligent Route Planning & Geo-Tracking

- » Dynamic route planning & allocation based on mapped retailers
- » Automated notifications & SMS alerts to FOS regarding visit schedules
- » Geo-validation for attendance tracking to prevent false reporting
- » Offline mode functionality – transactions sync automatically when network restores
- » Distributor-level dashboard to monitor FOS movements & visit history

Retailer & Sales Expansion Management

» FOS can capture new retailer leads and initiate registration

» Auto-GIS location tagging for accurate retailer profiling

» Distributor approval system for retailer onboarding & commission assignment

» Retailer stock tracking for efficient replenishment & targeted promotions

» Retailer-FOS mapping system for structured field operations

Payment Collection & Order Processing

» Mobile payment logging & tracking against sales orders

» Automated invoice generation & reconciliation via the FOS app

» Multi-payment options including cash, card, digital wallets & mobile top-ups

» Real-time sales transaction tracking with distributor-level visibility

FOS Performance & Compliance Monitoring

» Distributor dashboard for real-time tracking of FOS visits & productivity

» Auto-blocking of inactive retailers for non-payment, moved shops, or voluntary suspension

» Configurable approval process for blocking/unblocking retailers

» Fraud prevention with geo-tagging & triangulation-based verification

Comprehensive Reporting & Analytics

BlueMarble Retail provides ready-to-use reports for real-time insights into FOS performance and retailer engagement.

FOS Operations Reports

>> Daily Route & Visit Plan Report – Track planned vs. completed visits

>> FOS Attendance Report – Auto-logged check-ins & activity logs

>> Retailer Mapping & Engagement Report – Monitor retailer assignments & performance

Sales & Payment Collection Reports

>> Order Completion & Sales Transactions Report – Track retailer orders & completions

>> Retailer Payment Report – Monitor outstanding payments & collections

>> Commission & Incentive Report – Track earnings based on FOS performance

Retailer & Expansion Reports

>> New Retailer Lead Report – Analyze market expansion potential

>> Stock Availability at Retailer Report – Optimize inventory distribution

>> Retailer Blocking & Suspension Report – Track inactive or suspended retailers

Business Benefits of BlueMarble Retail's FOS Management

>> 30% increase in FOS productivity with optimized visit planning & tracking

>> Real-time visibility into field operations for proactive decision-making

>> Higher retailer engagement & faster expansion with lead capture & automated onboarding

>> Reduced revenue leakage through automated attendance, order tracking & fraud prevention

>> Seamless distributor-level control over fleet operations & sales performance

Conclusion

BlueMarble Retail's Fleet on Street FOS Management Solution enables telecom operators to digitally transform field sales operations, improve productivity, and drive last-mile sales efficiency through automation and AI-driven insights.

✉ Interested in optimizing your FOS operations?
Let's discuss how BlueMarble Retail can help.