



MobiWork Accelerates Logico Field Sales Growth

Logico Unlimited is the largest Fast Moving Consumer Goods (FMCG) sales and distribution business in Swaziland. Logico distributes thousands of goods from leading national and international suppliers. Logico Unlimited started in 2003 and is currently headquartered in Matsapha, Swaziland, with nearly 400 employees today. Logico services include field sales, field marketing, warehousing, primary and secondary distribution, reverse logistics, and much more. They have forty suppliers, multiple warehouses and distribution centers across Swaziland, as well as a fleet of “cash vans” that deliver and sell products right in the field. As Swaziland’s economic growth continues, Logico Unlimited strives to increase the supply chain visibility and scale their business without increasing costs and using sustainable resources.

“MobiWork is a very powerful tool straight out of the box. It is user-friendly and has exceeded our customization needs. We intend to expand all of our operations and sales aspects to MobiWork.”

– Ian Jones, Financial Manager of Logico Unlimited

Industry:

FMCG and Supply Chain Management and Logistics

Regions:

Southern Africa

Key facts:

- Largest FMCG service provider in Swaziland
- 14 years of experience
- 900 work orders per month
- Approximately 400 employees

Headquarters:

Matsapha, Swaziland

Website:

Logico.co.sz

Key Challenges: Lack of Visibility, Inefficient Field Sales Operations

As a leading company in Swaziland, Logico wanted to connect its partners, employees in the field, and their customers in real-time. Tracking employees, inventory, and sales orders were a priority so they could

implement new strategies in their fast-moving and ever-changing market. Prior to MobiWork, they were using an older system that was slow and wasn't working offline, which caused multiple delays and issues for the entire organization. The Logico field sales team has some of the busiest deadline driven schedules, moving from one end of the city or state to the other. All of this movement made it extremely difficult to keep track of sales activity. In addition, Logico was struggling with the lack of visibility within territories, distributors, field sales teams, and customers.

The management team identified the major challenges when finding a solution, such as consolidating their systems and processes, customization, offline mode, and a need for more visibility. They process nearly 11,000 work orders per year thus with all of the information to be captured, they needed the ability to customize statuses, fields, and to capture large volumes of data for customer history, customer information, as well as product information, such as pictures, notes, and PDF's.

Results: Smooth Operations, Visibility, Growth and more ...

Logico Unlimited has found MobiWork solutions to be incredibly adaptable to fit their customizable requirements. After implementation, they found that the administration, management, and field sales team were easily trained and highly satisfied with MobiWork. Their customers love that they receive emails with the product information ready in a PDF form.

Using the MobiWork analytic dashboard, the admin team was also able to identify and isolate problems faster. After using MobiWork, Ian Jones, the Financial Manager of Logico Unlimited, saw a 100% potential gain in productivity, as there were major improvements in their sales processes and operations. Ian Jones recently stated, **"Thanks to MobiWork, our operations are running smoothly and we can invoice instantly in the field or office. We've also saved 50% in paper costs alone this year. We've seen a revenue growth rate of 20% across our business. MobiWork has given us a new level of visibility in the field, and I am confident it will allow us to scale in Swaziland's growing market"**.