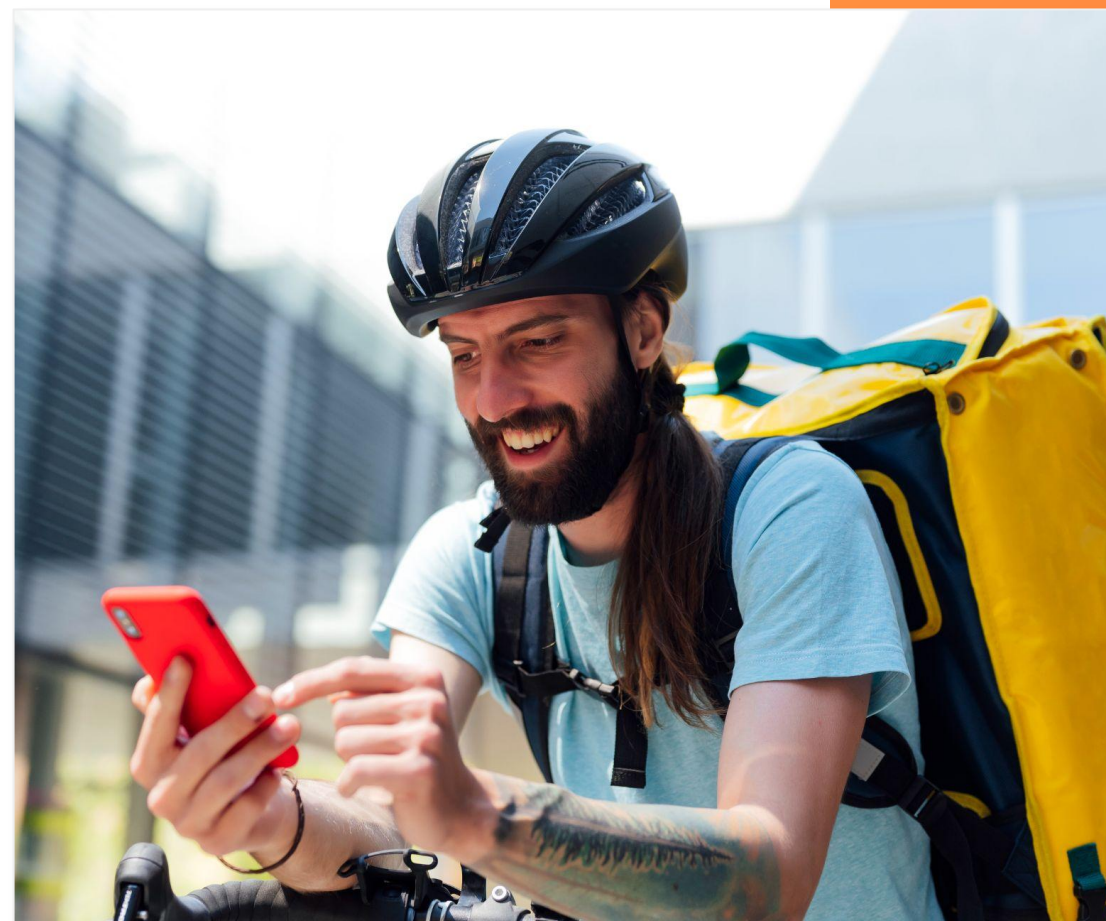
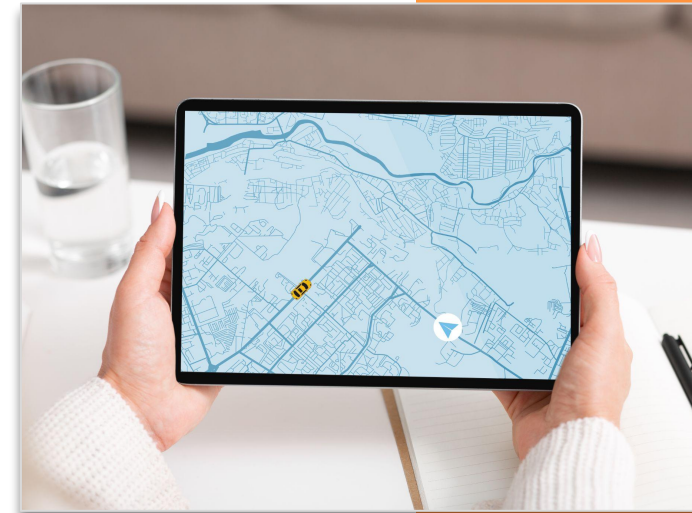




# A Definite Guide to Transform your Field Operations with **Location Intelligence**



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## Chapter 01

# Why Should You Read this eBook?



**Increasing demand for tailored customer experiences, coupled with higher pressure for operational efficiency, has resulted in businesses tapping into the power of location intelligence (LI)<sup>(1)</sup>.**

Hence, many enterprises can no longer ignore the business impacting potential of location intelligence.

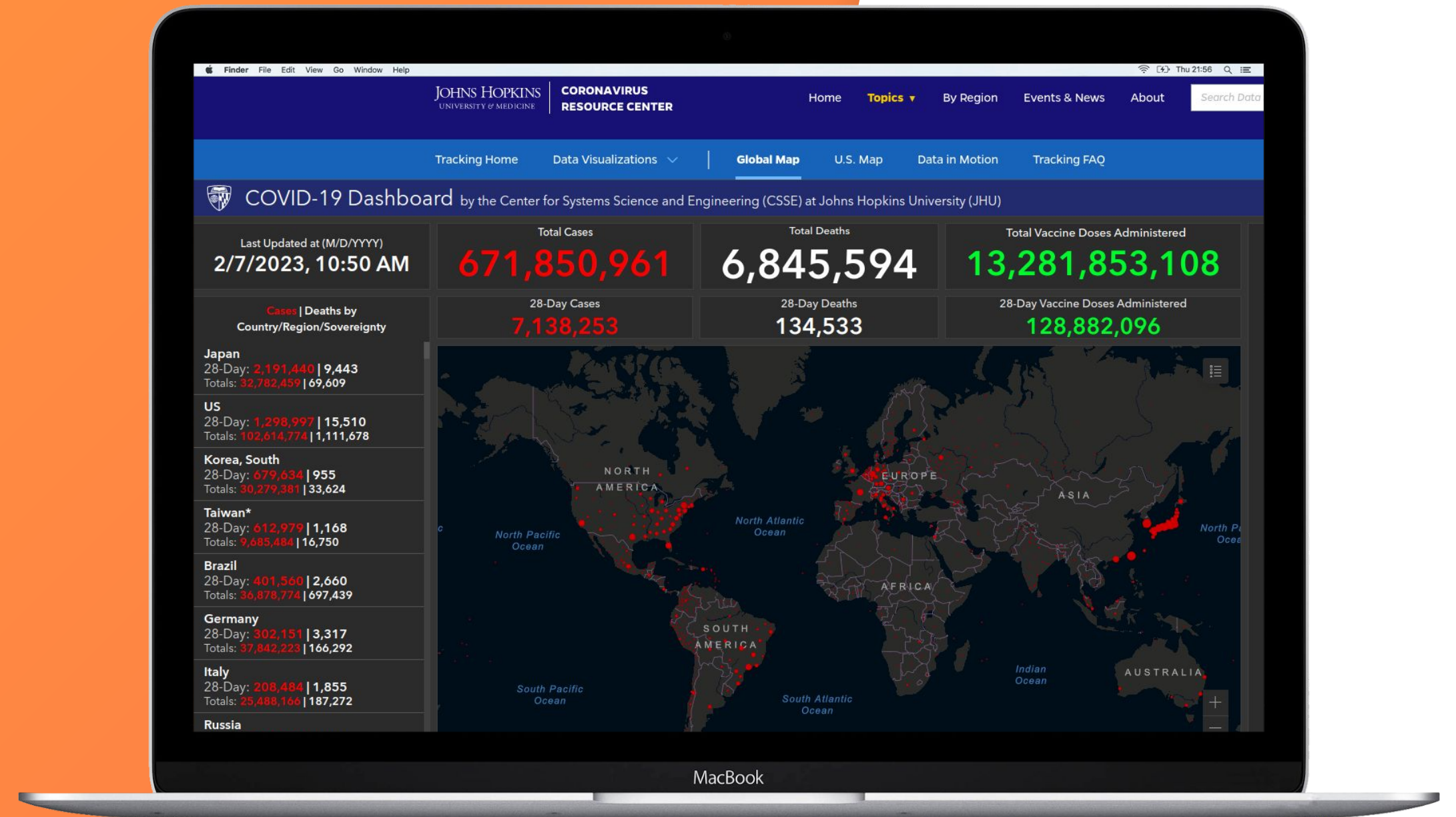
This data has the potential to generate intelligence crucial for

- ✓ Making better decisions
- ☆ Enhancing customer experience
- 📊 Optimizing business processes

About 80% of data has a location component.\*

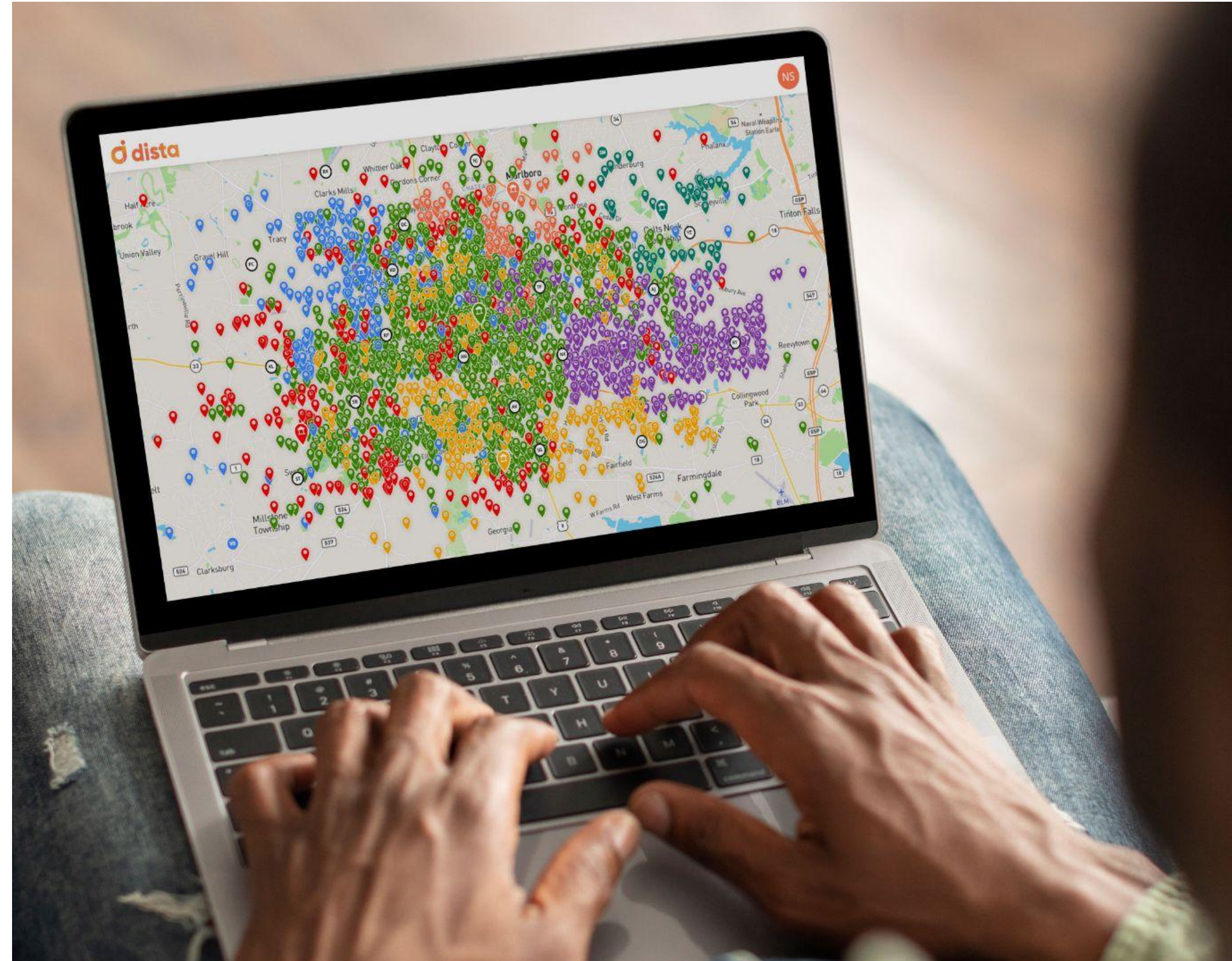
The COVID-19 pandemic significantly increased the demand for geographically-relevant information. Businesses and government institutions realized the potential of maps and their value as a powerful tool. LI and geographic information system (GIS) data also helped governments and medical authorities create dynamic COVID-19 dashboards, like the one created by Johns Hopkins University<sup>(2)</sup>.

The dashboard continuously updated relevant information and key statistics about active cases, recovery rates, fatalities, proximity, spread, medical centers, and testing facilities. By leveraging location analytics data, the dashboard identified patterns and trends to help authorities make quick, informed decisions based on real-time information to curb the spread of the virus.



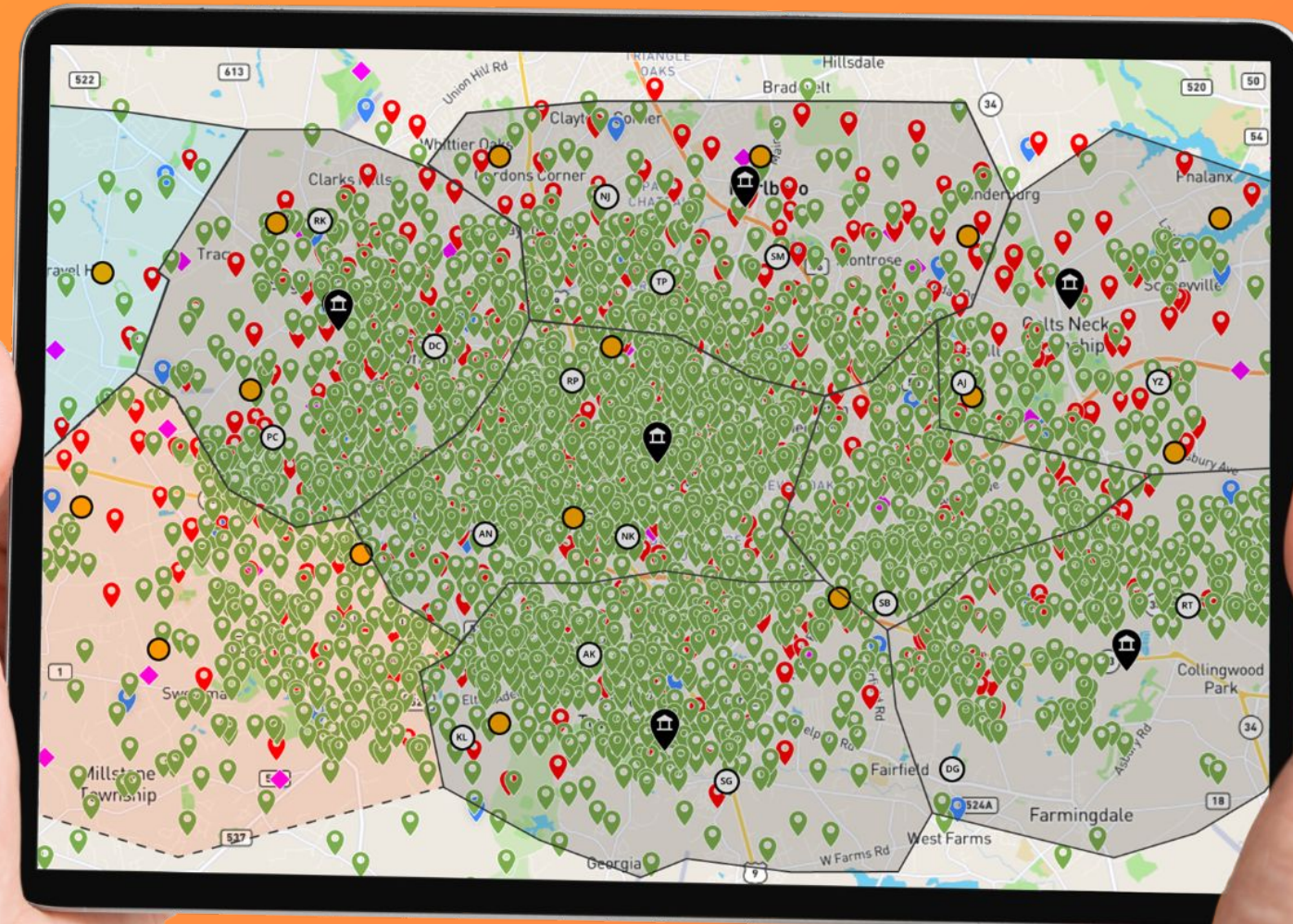
Chapter 02

# What is Location Intelligence?



Worldwide location intelligence market is expected to hit ~  
**USD 50 billion by 2035** during the forecast period of 2023-2035<sup>(3)</sup>.





In business parlance, location intelligence (LI), or spatial intelligence, is the process of deriving meaningful insight from geospatial data relationships to solve a particular problem<sup>(4)</sup>. It involves layering multiple data sets spatially and/or chronologically for easy reference on a map, and its applications span industries, categories, and organizations.

It is a business analysis process primarily built on geographical information systems (GIS) to provide analytical and operational business solutions. The technology helps businesses and governments gather key data sets for in-depth geospatial analysis, including GPS, transactional, and point-of-sale data. One of the main benefits of GIS is that it helps organizations find new opportunities and optimize operations.



**53% of enterprises say that Location Intelligence is either critically important or very important to achieving their goals for 2020.\***

## Transforming Location Data and Insights into Location Intelligence

LI software reveals relationships between large data sets and turns these insights into actionable BI. With its ability to visualize spatial data, provide context, and perform analysis, LI software can help businesses improve their performance by allowing them to define and refine their operations.

Decision-makers can leverage LI data to recognize emerging trends and facilitate quicker actions. With a spatial analytics system, they can analyze layers of POI data and location data.

Business leaders can bank on these insights and strategize about opening new outlets/branches/stores, expanding operational areas, optimizing resources (human and fleet), and also improving budget and forecasting.

# How is Location Data Collected?

Location data is acquired in various ways and may vary across businesses.



Beacons



WiFi



GPS



Point of Sale  
(POS)



Carrier Data

There are almost 6.4 billion smartphone users worldwide <sup>(5)</sup>. Taking this data and converting it into operational intelligence is the new frontier for data driven success in businesses today.

While the end consumer expects immediate gratification, it is becoming imperative for businesses to tap into location intelligence to meet customer demands at a much faster rate.

## Chapter 03

# Location Intelligence Strategies for Businesses

Visualize. Strategize. Operationalize.



## Leveraging location intelligence has helped organizations

1

Boost sales

2

Improve customer  
experience

3

Streamline global  
supply chains

4

Stay competitive

The advancements in wearables, transportation, mobile, and commerce have forced businesses to focus on the accuracy of location data to drive strong customer relationships, personalize service offerings, and remain relevant.

As per the McKinsey Global Survey<sup>(6)</sup> on data and analytics, enterprises that derive new value from their data are more likely to be industry leaders and experience rapid growth. LI provides hyperlocal intelligence, real-world context, and actionable insights to answer geospatial questions, solve specific problems, or make crucial informed decisions.

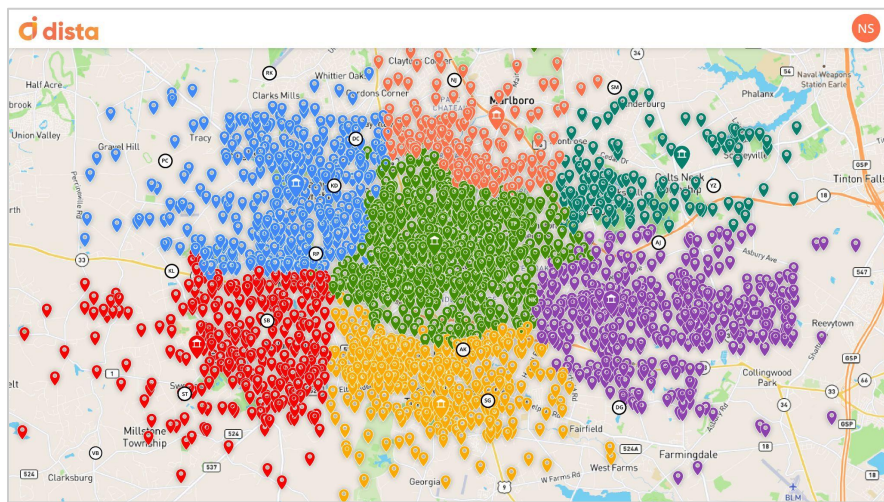
**“Ultimately, it is not the location data or spatial analytics that delivers value to the business, but the ability to embed them into decision making, actions, and experiences.”**  
**The Forrester Wave,  
Location Intelligence Platforms, 2018<sup>(7)</sup>.**

We will dive deep into the significance and power of location intelligence and how it helps businesses **visualize, strategize, and operationalize** their strategies optimally.

Location Intelligence business partners at Dista recommend a cyclic framework that businesses must undertake to stay ahead.

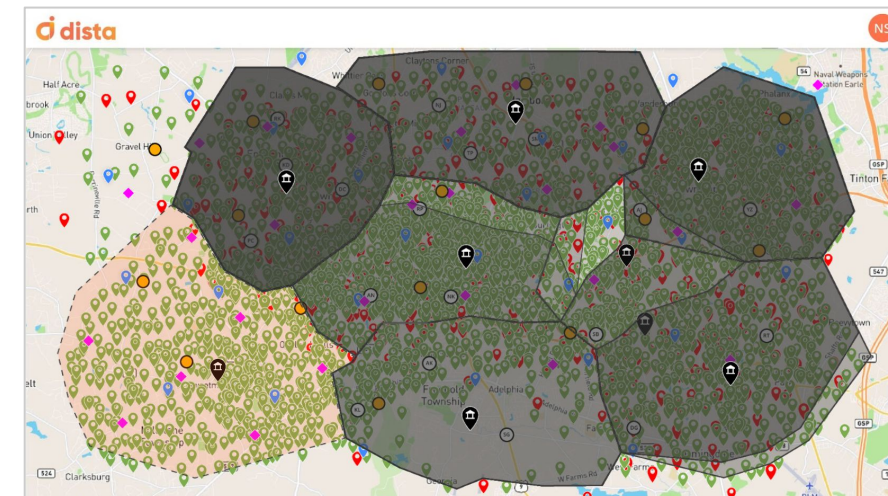
### Visualize [Monitor]

- ❖ Collect, ingest, and visualize your geospatial data
- ❖ Get contextual analytics from overlapping visual data layers



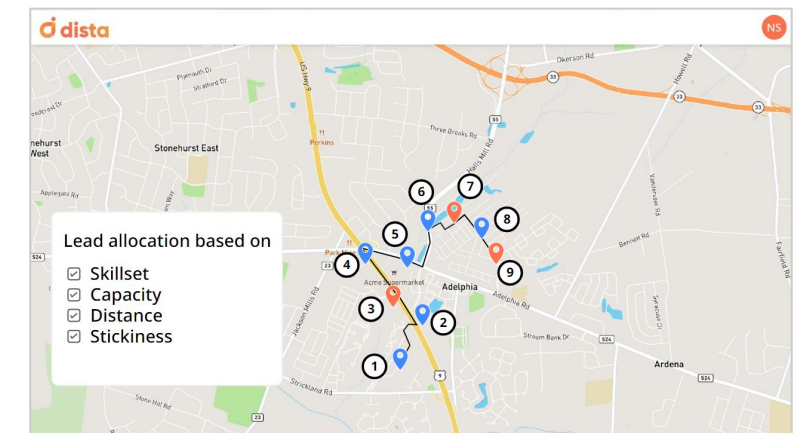
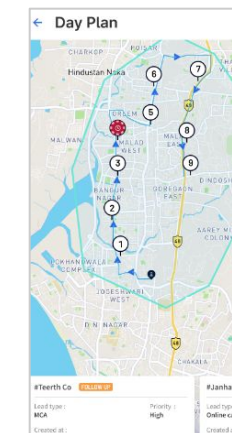
### Strategize [Plan]

- ❖ AI/ML-based algorithmic analysis
- ❖ Perform simulations
- ❖ Arrive at trends and patterns



### Operationalize [Execute]

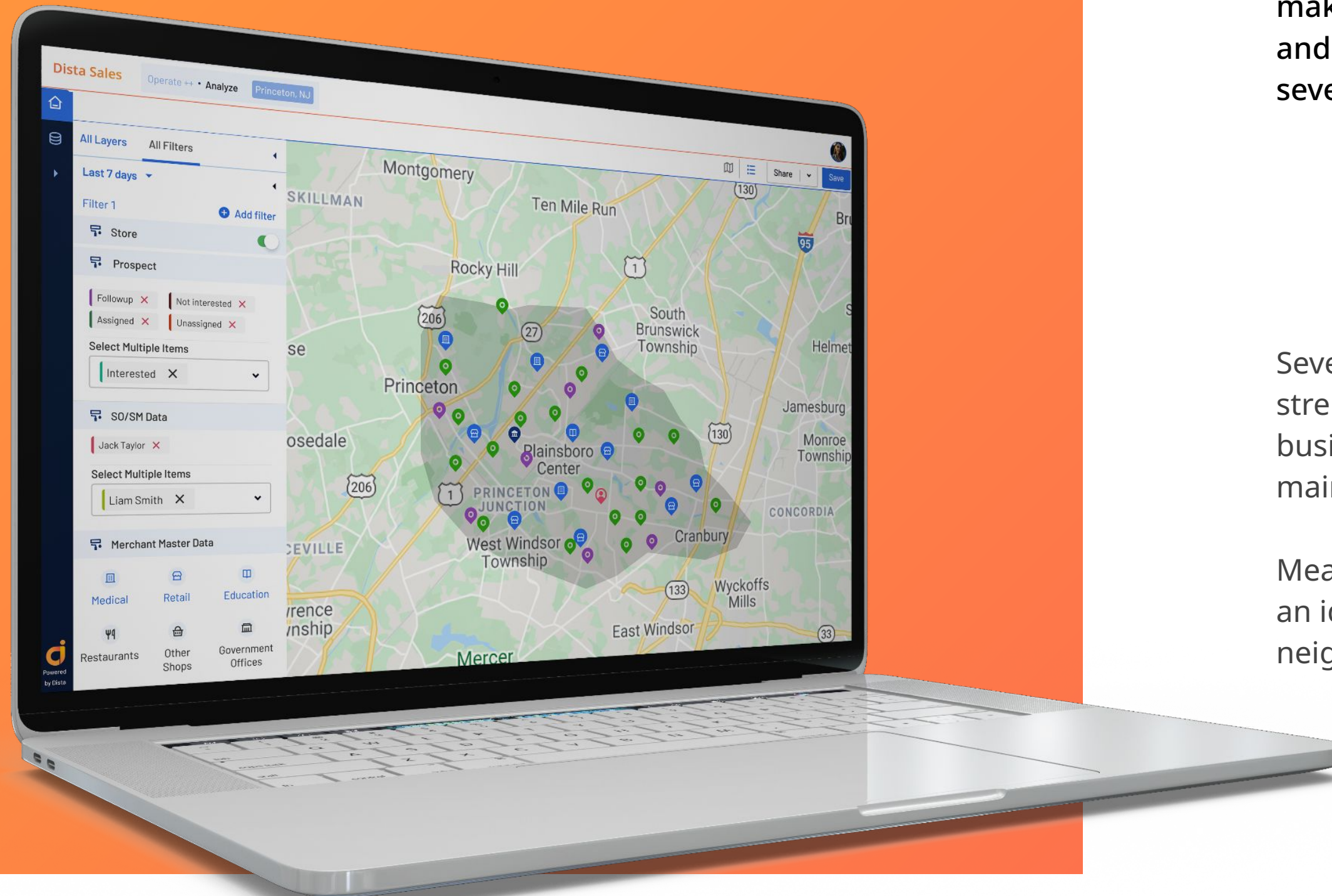
- ❖ Finalize outcome for operational roll-out
- ❖ Action insights by easy integrations
- ❖ Orchestrate field operations to achieve maximum efficiency and results



[Step 1]

# Visualize

Rely on 360-degree View into Your Field Operations



Location intelligence software helps organizations collect a significant amount of data, analyze it, filter it, and use it for making business and operational decisions. Data scientists and analysts use it to see trends on maps to optimize several business opportunities.

## Business Opportunities

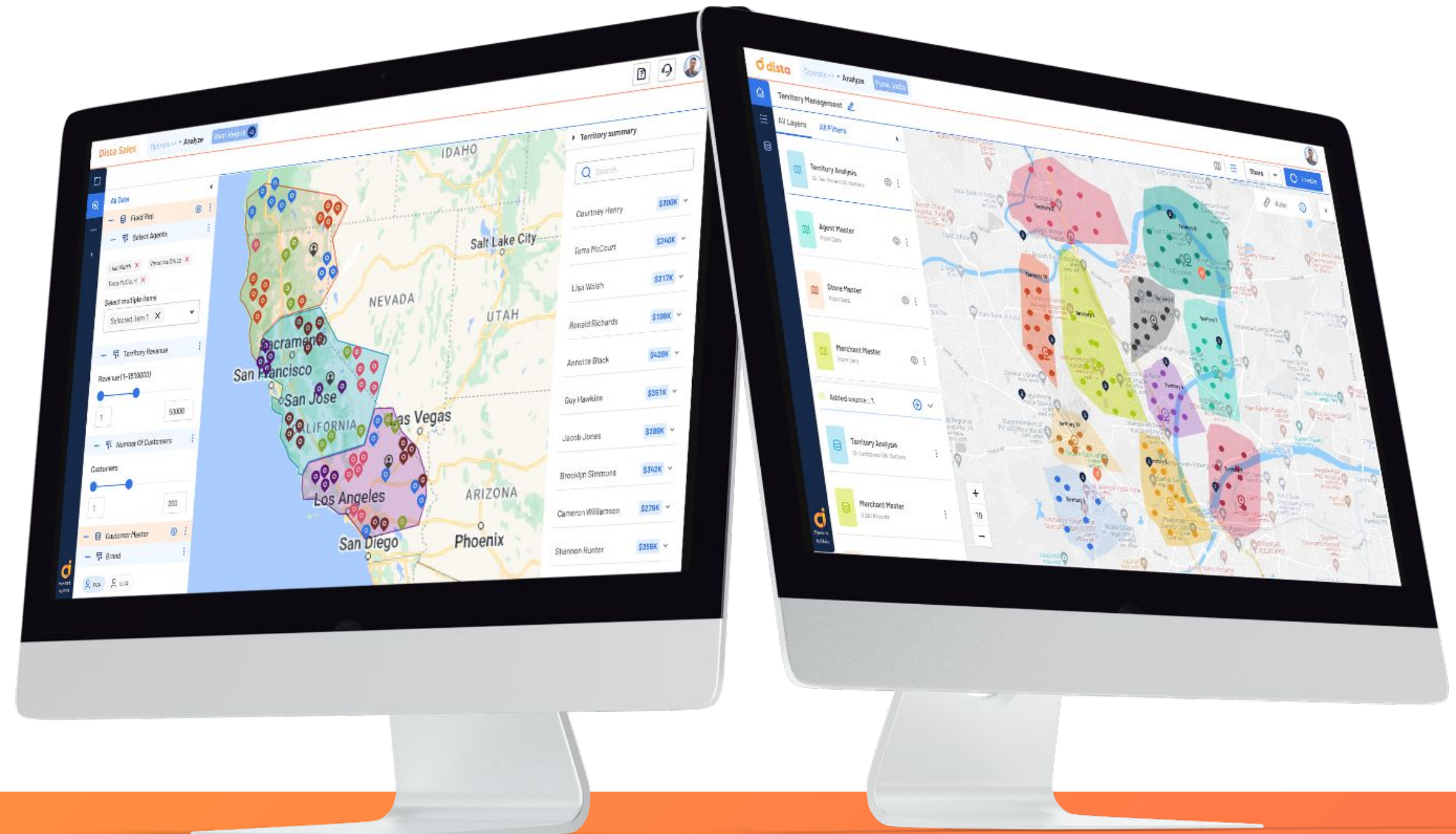
Several industries can leverage geospatial analysis to strengthen their decision-making process. Using spatial business intelligence, utility developers can determine maintenance schedules for infrastructure.

Meanwhile, real estate investment firms can use it to select an ideal site for their next investment or to identify trends in neighborhoods and regions.

In the case of transport, spatial analysis can optimize fuel consumption, fleet management, reduce carbon emissions, control operational costs, and more. It offers crucial insights by filtering across various parameters such as consumer demographics, behavior, POI, etc., which is vital while making key business decisions related to market expansion, site selection, and more.

Drawing conclusions from complex data sets in high volume is challenging. With the help of geospatial data visualization, businesses can derive meaningful insights for strategic decisions.

Dista helps large enterprises visualize their geodata in representations that make it easy for leaders to understand their business better.



[Step 2]

# Strategize

## Gather Actionable Insights and Take Informed Decisions

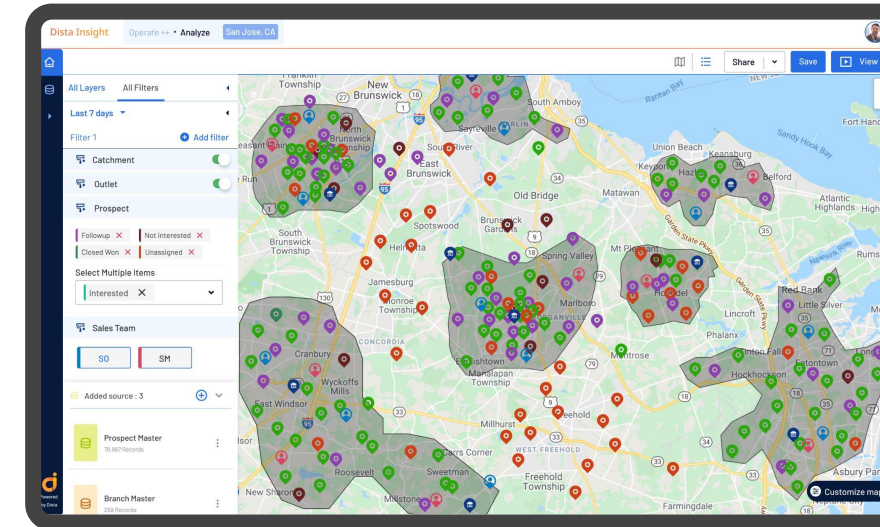
After visualizing multiple data sets related to the business, the next step is to leverage the data and run AI/ML-based algorithmic analysis. A robust spatial analytics software can run several simulations to offer meaningful insights into your data.

Businesses can derive trends and patterns from the data, perform a cost-benefit analysis, and get recommendations crucial for solving business challenges.

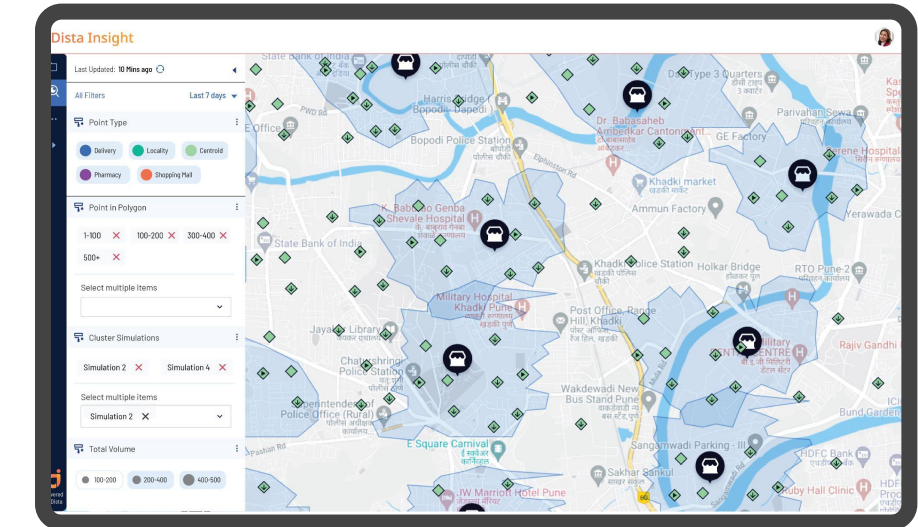
Intelligent analysis helps organizations plan their next action after considering measurable metrics. This results in streamlining business operations. After considering the intelligent analysis, businesses can move on to the next step of operationalizing the strategies.

## Business Opportunities

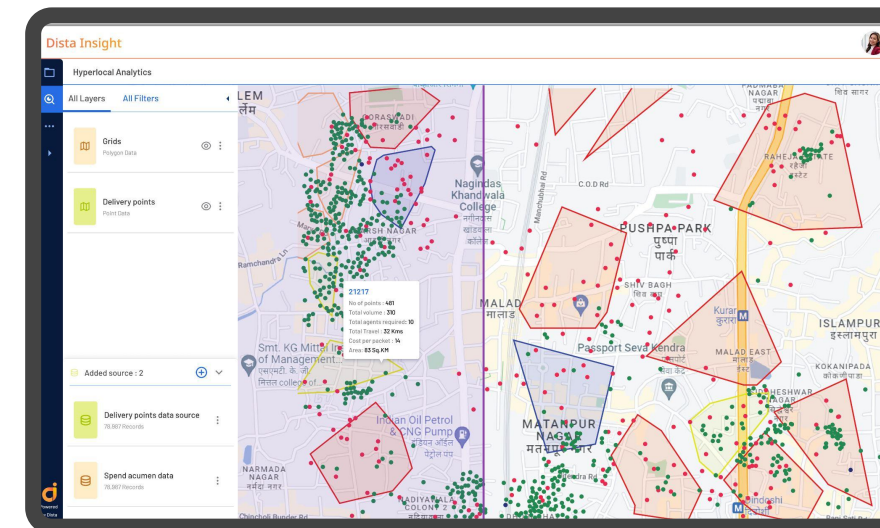
Location Intelligence helps organizations with their marketing strategy to:



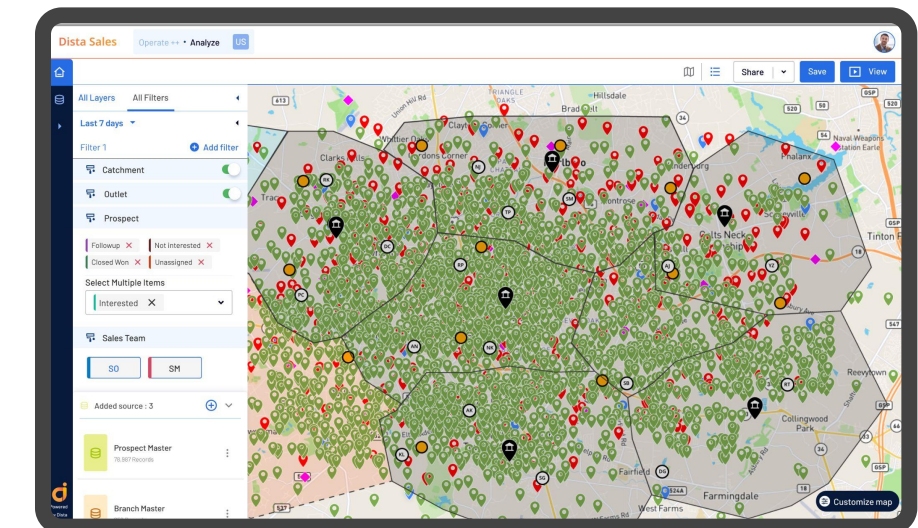
Improve overall pricing strategy



Identify high potential markets



Territory-based sales insights



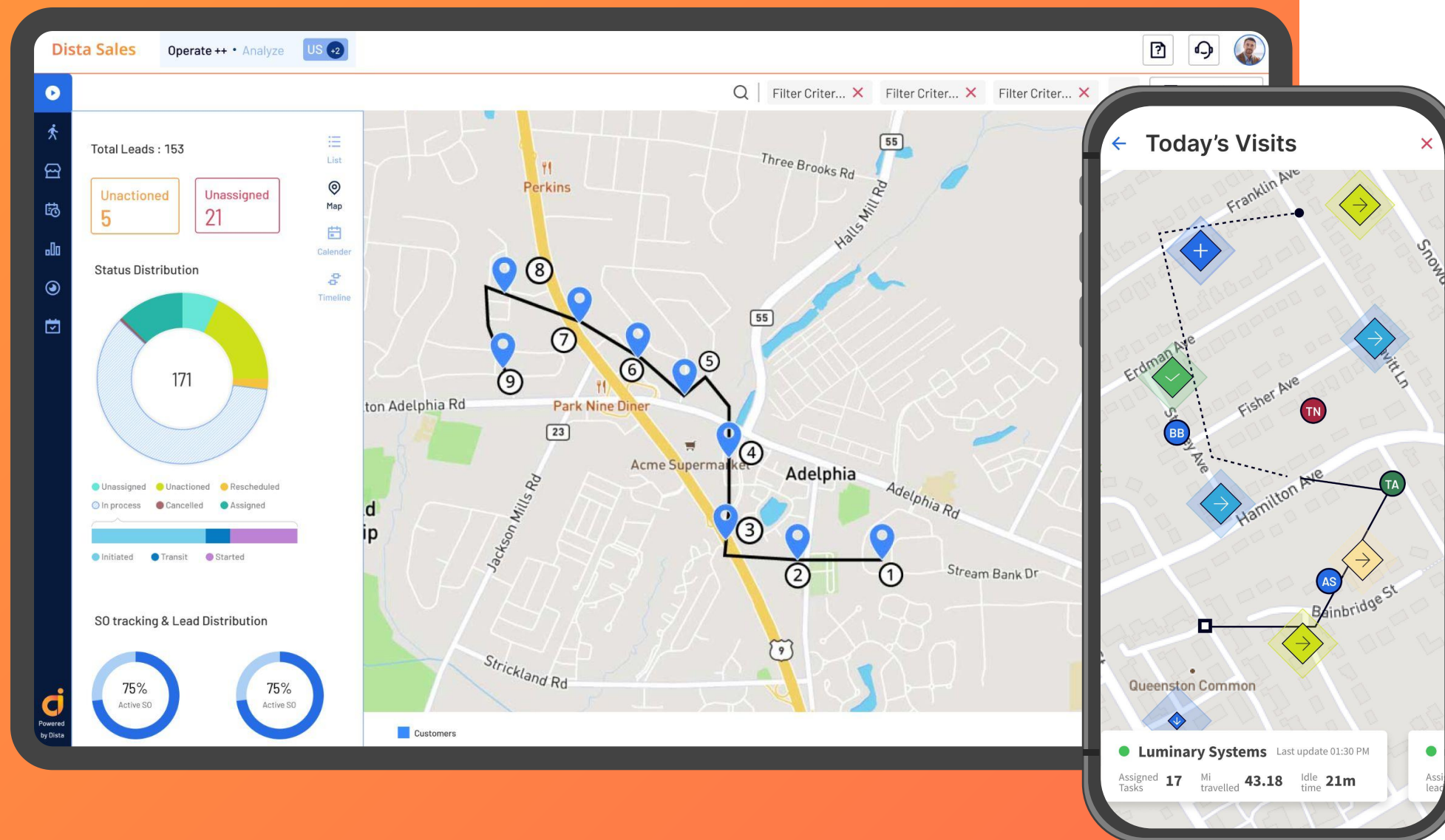
Identify new markets for expansion



[Step 3]

# Operationalize

Execute Optimized & Efficient Business Ops Rapidly



## Business Opportunities

Spatial analysis lends new perspectives to decision-making. Visualizing and analyzing the data helps businesses leverage the analysis to execute their operations. Organizations can expand their business, add multiple stores, identify new areas for business, define territories, and optimize their supply chain network, by leveraging the crucial insights derived from spatial analysis software.

AI/ML-based systems find clusters and hotspots in complex datasets. By applying clustering analysis to customer data, they can unlock patterns and trends that help businesses better understand their markets.

## Chapter 04

# Location Intelligence for CPG

Let's take look at how location intelligence can supercharge industries that have a field play like CPG.



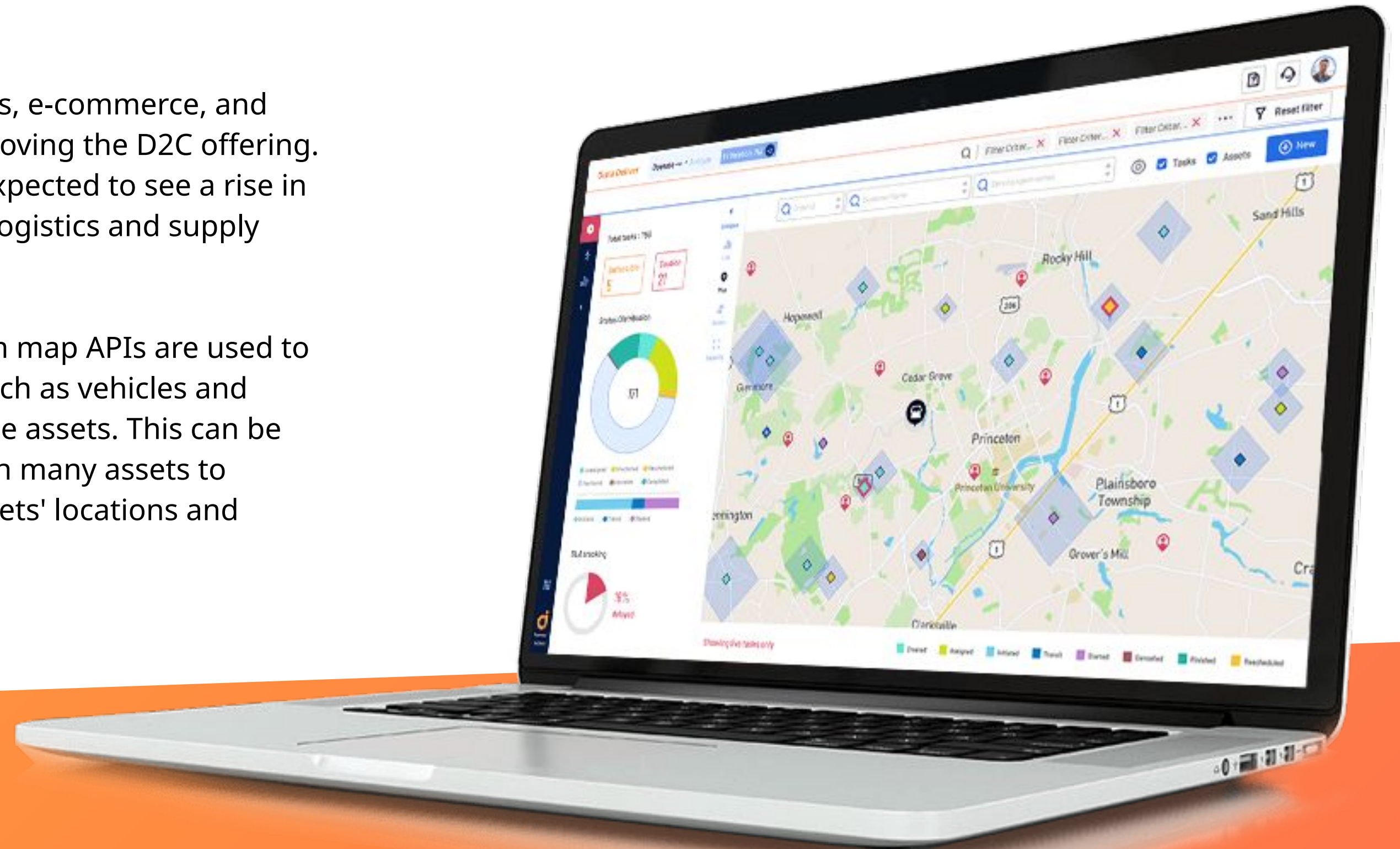
The direct-to-consumer (D2C) model gives businesses a competitive advantage due to unprecedented cultural shifts and changing consumer expectations. Leveraging comprehensive LI tools can help the retail and consumer packaged goods (CPG) sector gain a competitive edge in logistics, sales force, and territory management.

CPG companies can use location data to analyze customer behavior, market potential and gain insights into their competition. By understanding footfall and visitation patterns, they can segment their customers and make more informed decisions about manufacturing and distribution.



With high demand for rapid deliveries, e-commerce, and hyperlocal service providers are improving the D2C offering. Asset tracking and management is expected to see a rise in demand owing to heavy reliance on logistics and supply chain management.

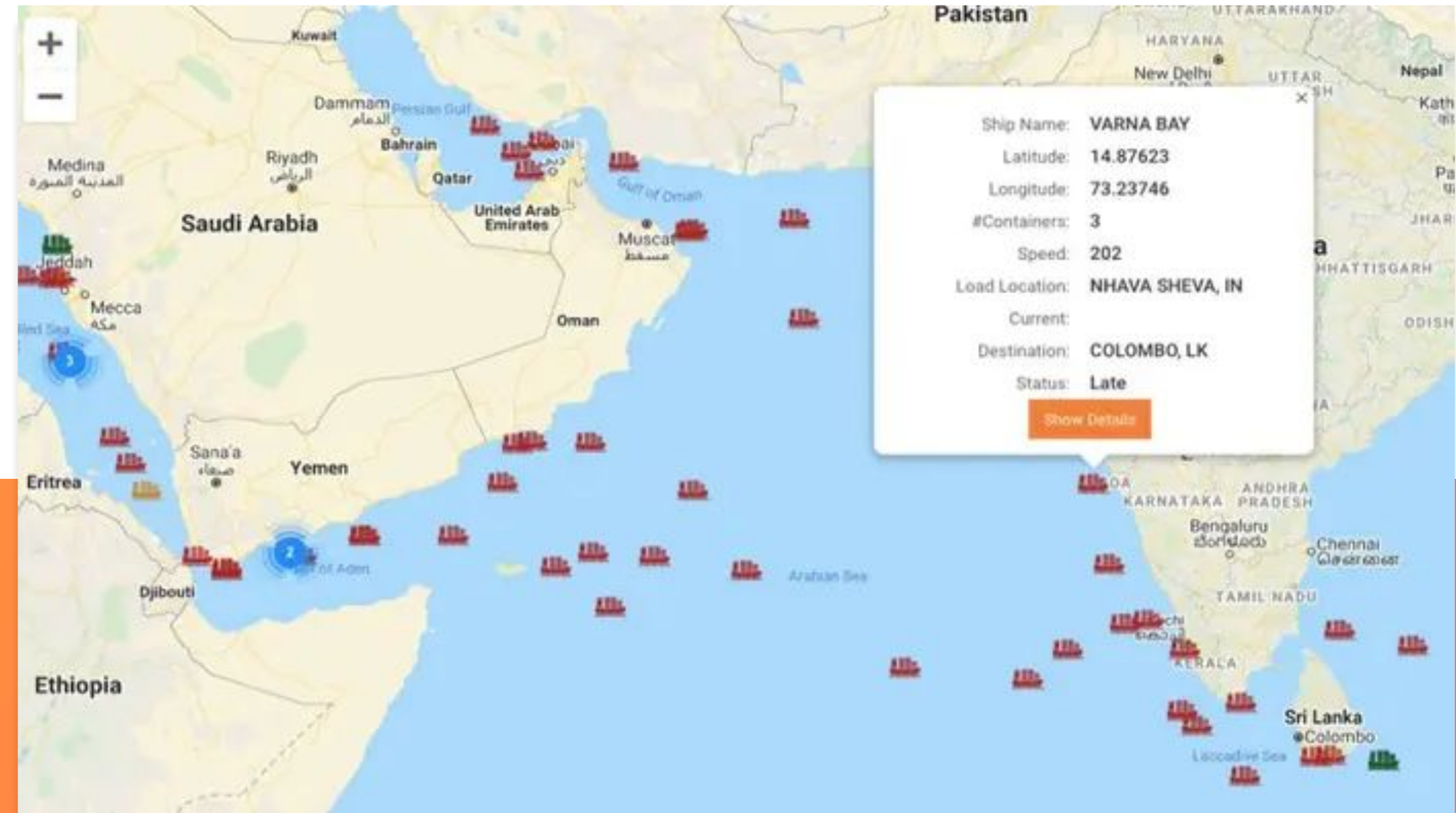
Spatial analytics software and custom map APIs are used to track and manage physical assets, such as vehicles and monitor and optimize the use of these assets. This can be particularly useful for businesses with many assets to manage or needing to track their assets' locations and movements in real time.



LI is an integral tool that helps the retail and CPG sector gain a competitive edge in logistics, sales force, and territory management. It enables businesses to gain in-depth insight into external factors, their impact on the stores, and overall performance.

Our real-time transportation visibility (RTTV) tool offers a transparent view of real-time shipment movement, reduces demurrage and detention fees, and offers timely predictive ETA alerts. This helps track shipping delays and strengthen decision-making with reports and analytics.

A global consumer goods leader leveraged Dista's live marine dashboard to improve real-time supply chain visibility.



Deep Dive

## Chapter 05

# Location Intelligence for Retail and E-commerce



Location is one of the key factors responsible for the popularity and growth of retail outlets or D2C distribution for e-commerce businesses. They can get in-depth insights by leveraging the data derived from location analysis, thereby helping them attract new customers and compare each outlet's performance for better ROI.

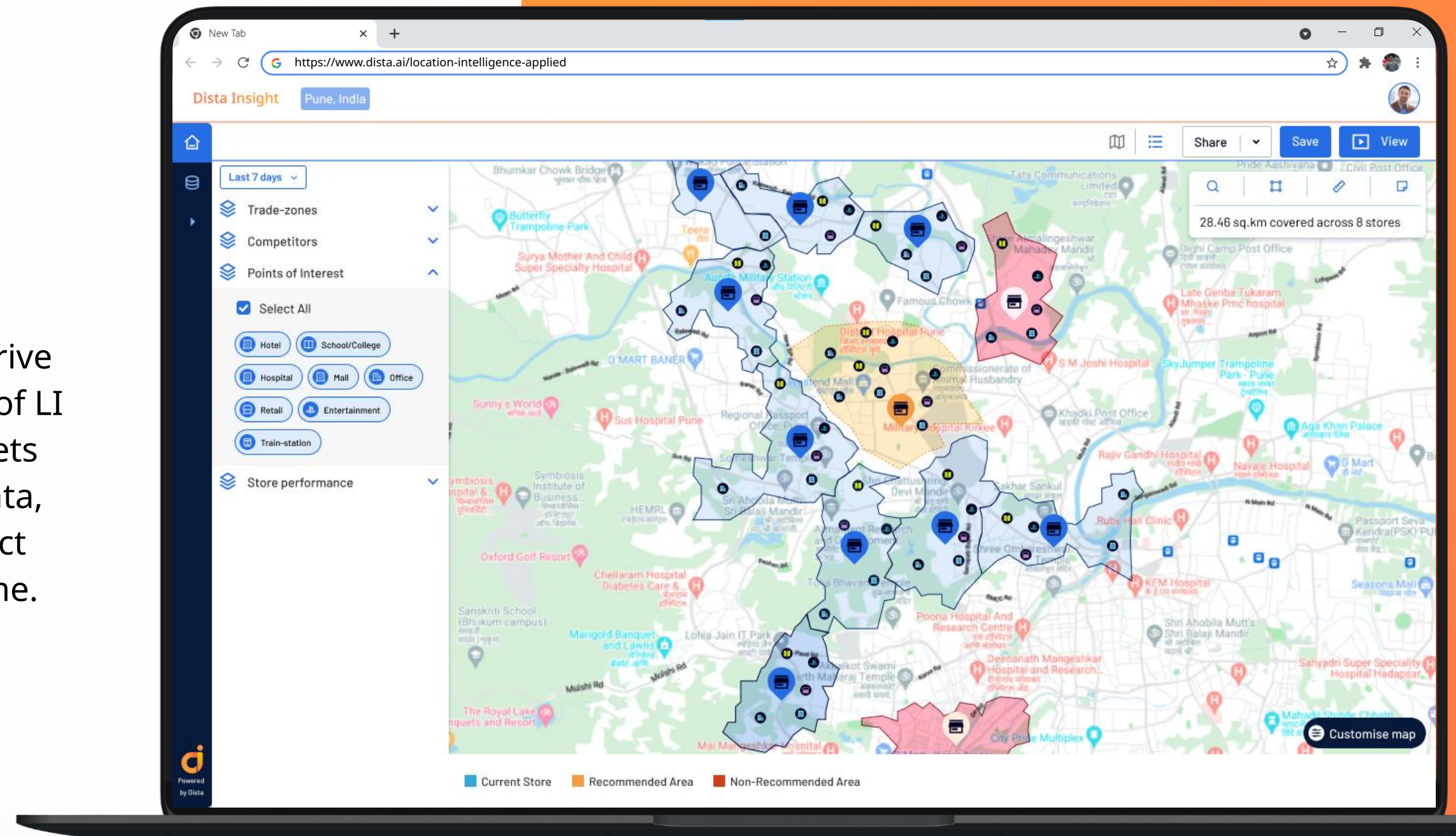
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## Here are a few key location intelligence use cases for retail

1

### Site Selection

Organizations can use location intelligence to drive their network expansion strategy with the help of LI software that factors in a range of spatial datasets like the point of interest (POI), demographics data, and location data for local competitors, to predict which potential sites could drive the most volume.





Businesses can understand the health of a potential site and learn about the markets they want to enter by leveraging spatial analytics software. They will get answers to key questions like:

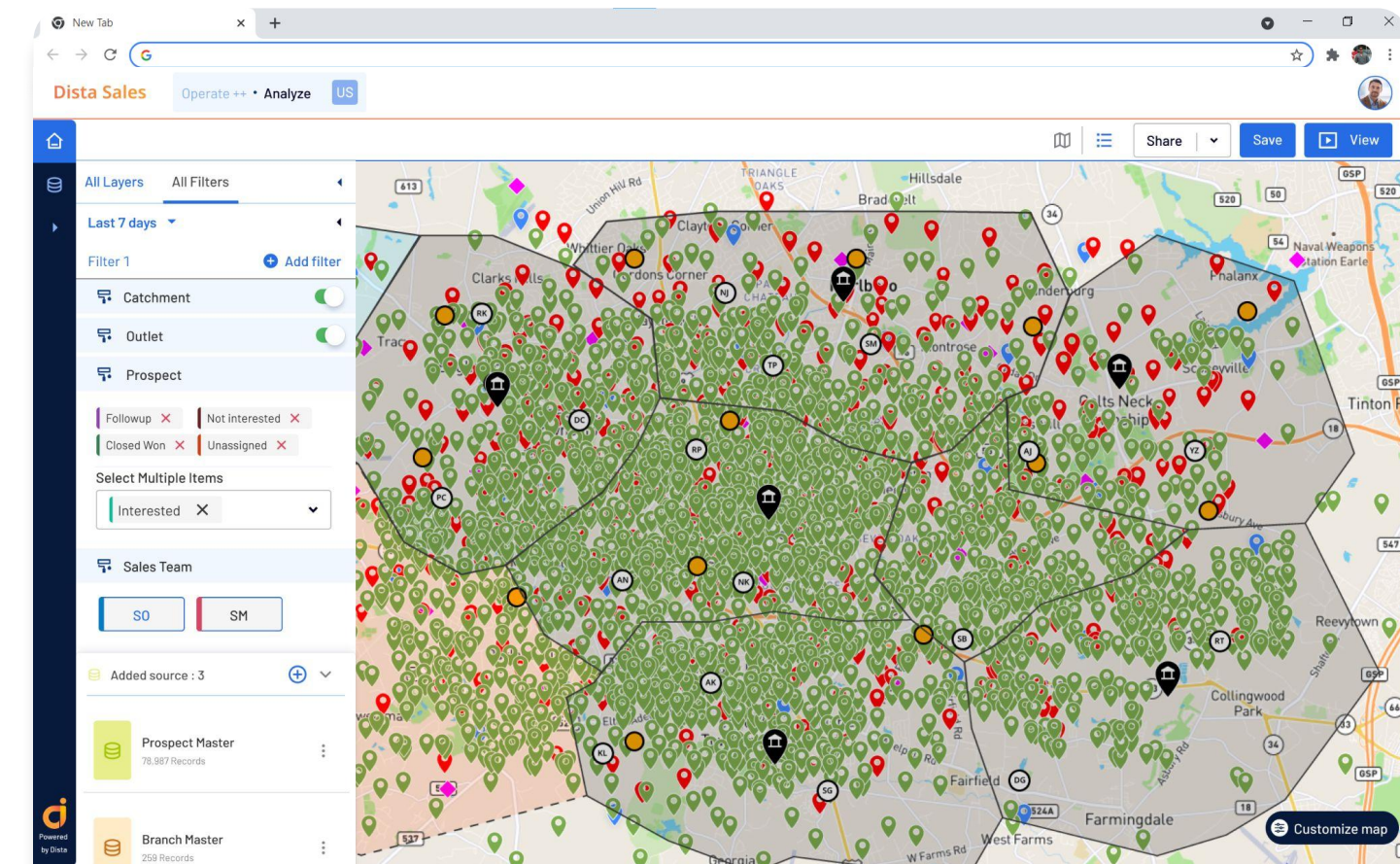
What are the demographics of people in the area?

Which competitors have a foothold in the area?

Is there a risk of potential cannibalization?

Spatial analysis software helps identify the best locations by analyzing areas of interest and their sales potential.

It plays a crucial role in highlighting the external factors that impact your current and potential establishments' performance.

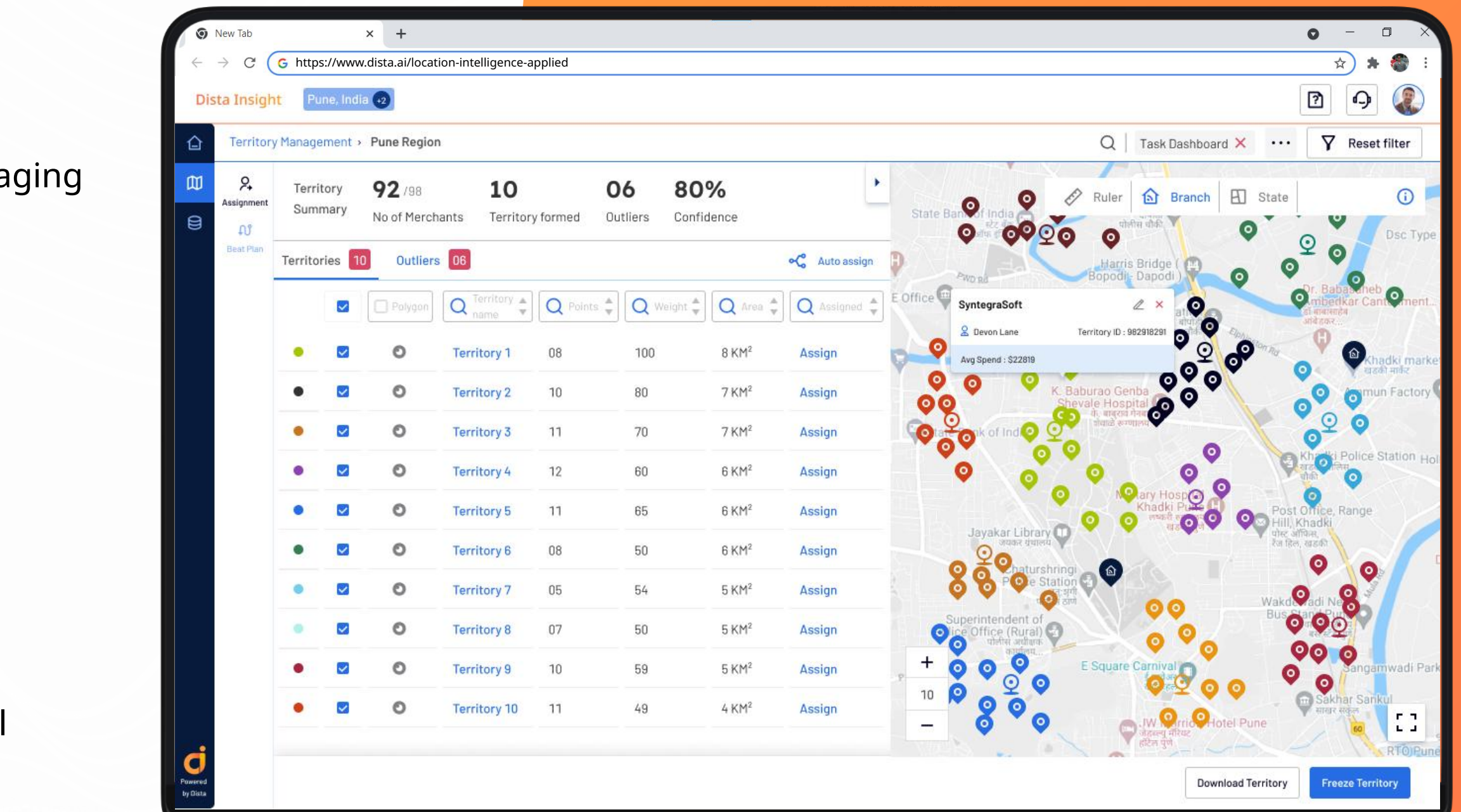


## 2 Customer Profiling

Businesses can offer personalized experiences across all stages in a customer lifecycle by leveraging customer location information.

According to the Forrester Consulting Thought Leadership Paper <sup>(7)</sup>, nearly half of the survey respondents were interested in receiving promotional discounts and vouchers based on location and their location data being used to improve customer services and checkout experiences.

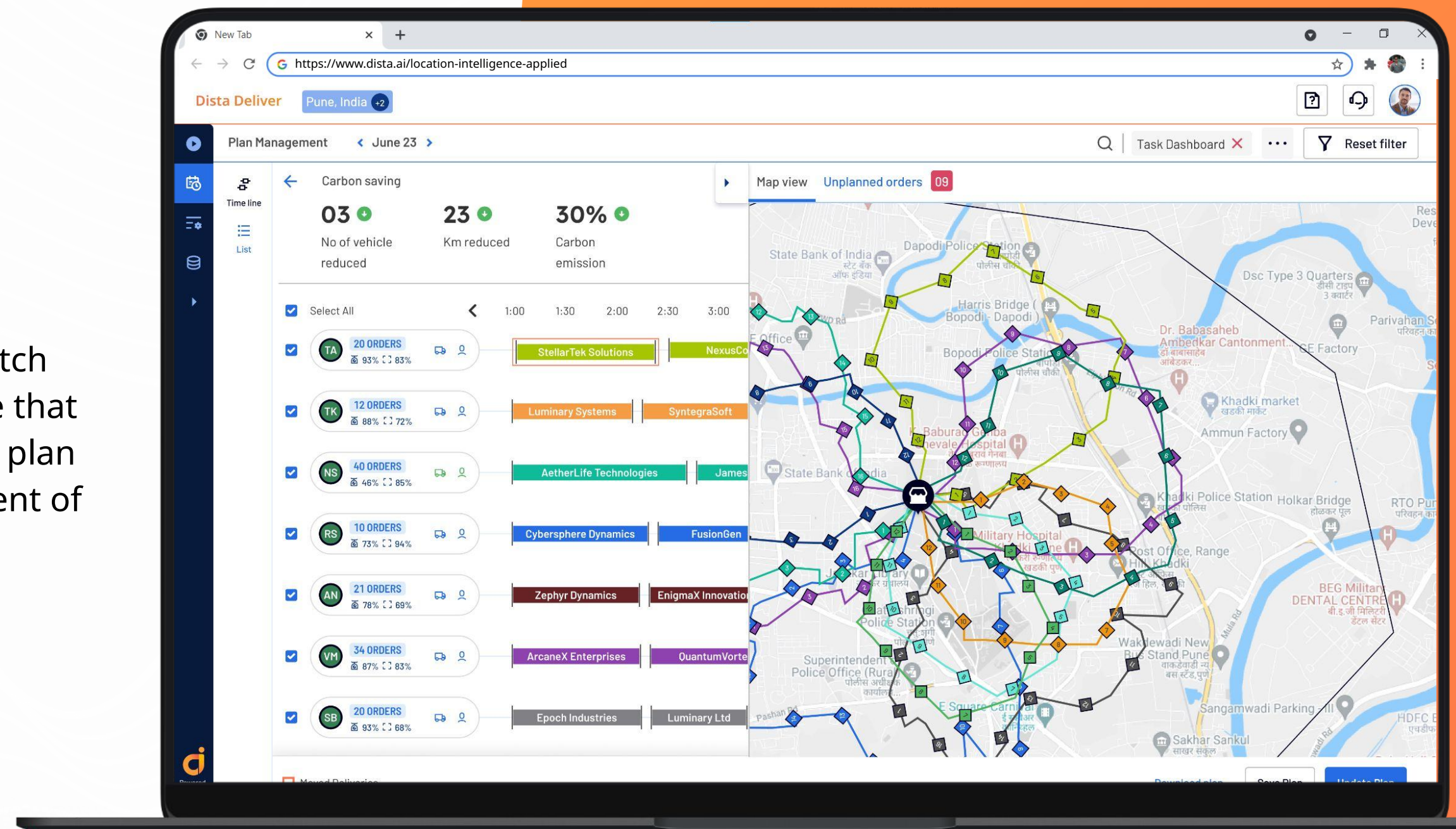
Personalizing experiences based on location will allow firms to compete on digital customer experiences, improve customer engagement, and ultimately boost business growth.



## 3

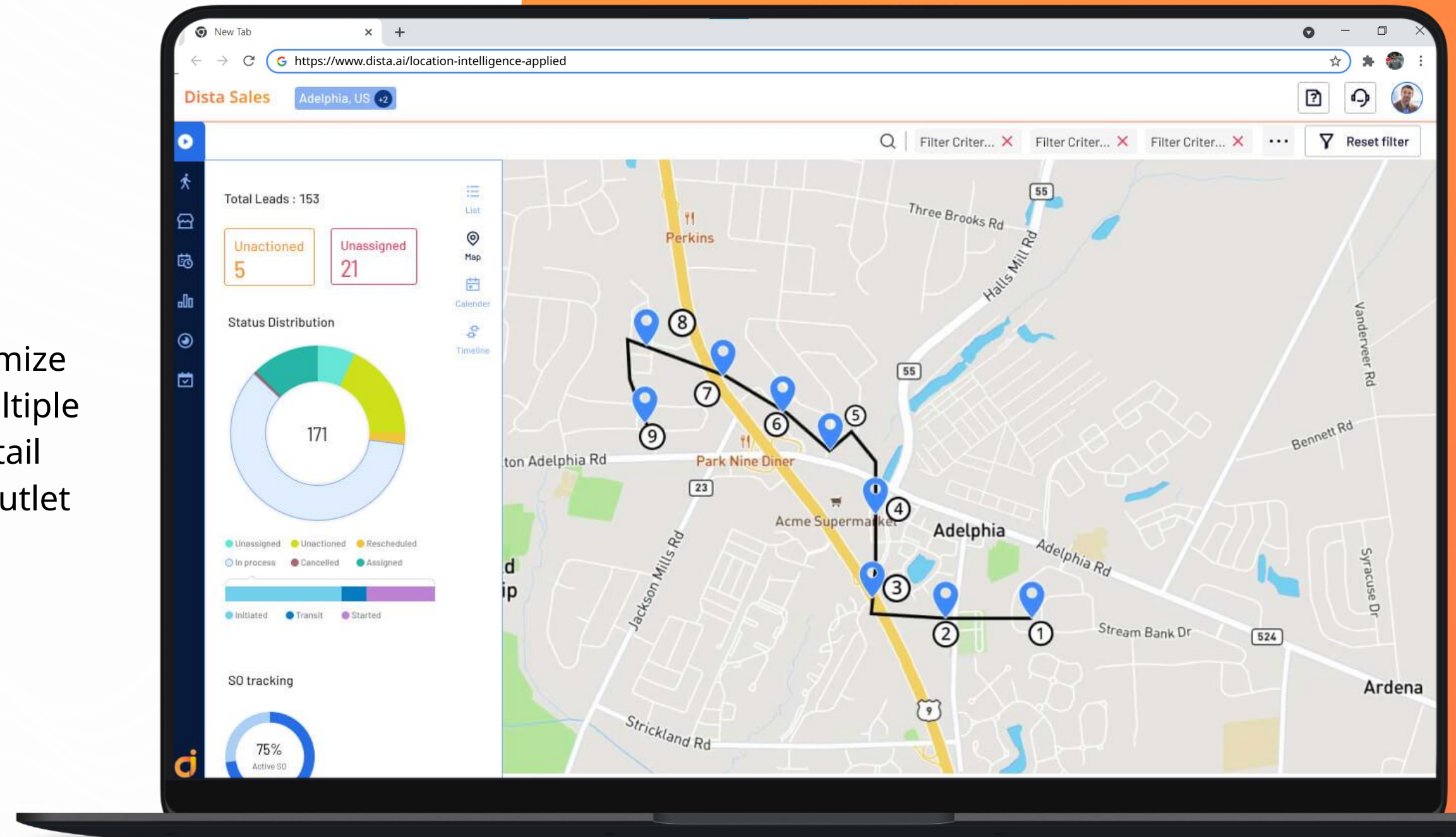
## Dispatch Management

Get complete visibility and control of your dispatch operations with dispatch management software that leverages location intelligence to strategize and plan delivery operations. Track the real-time movement of your fleet, streamline reverse logistics, and strengthen dispatch and routing.



## 4 Smart Beat Plan

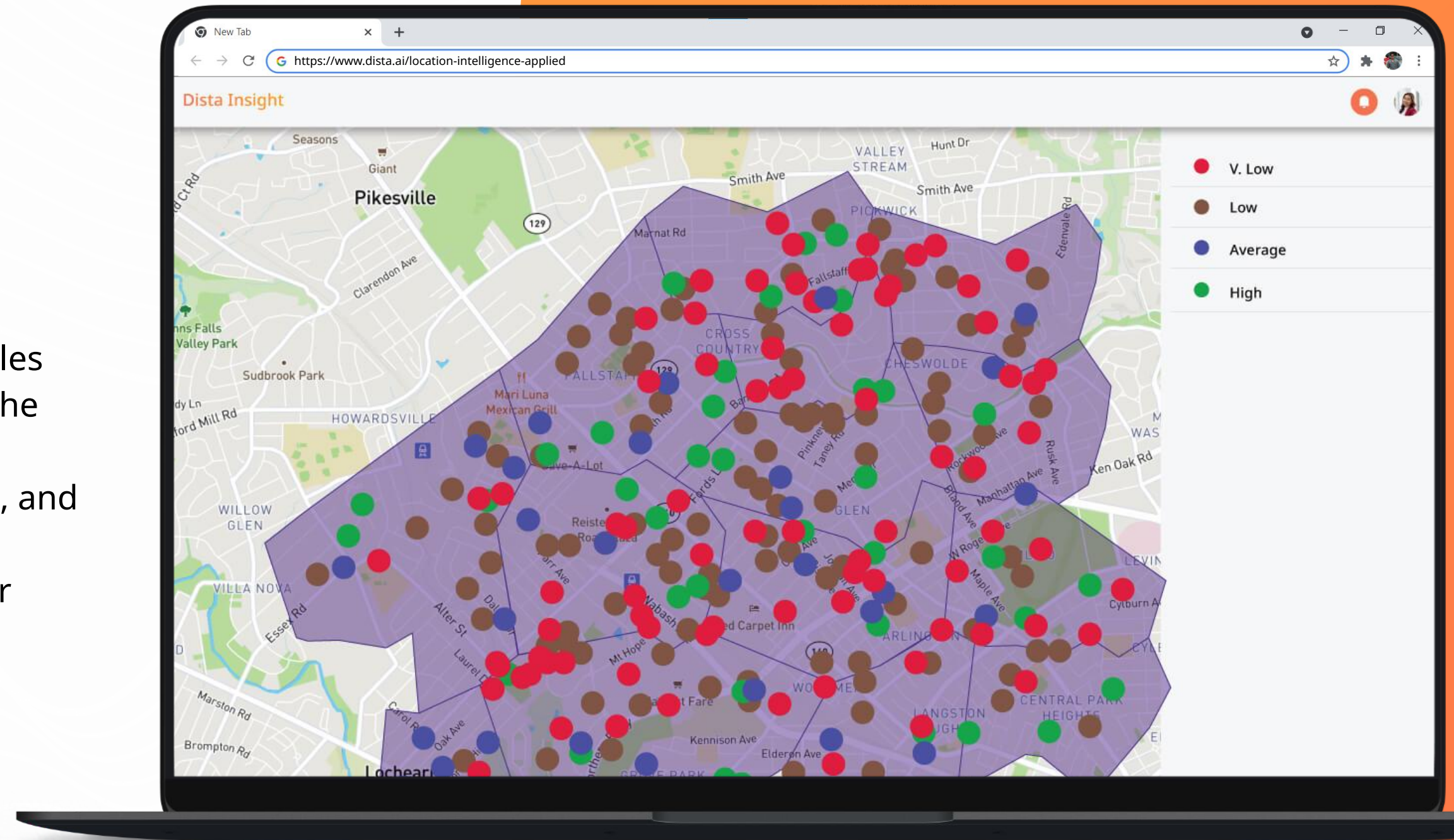
An AI-powered scheduling engine can help optimize sales and delivery beat plans by considering multiple business constraints and variables, including retail store location, proximity, order size, and retail outlet priority.



## 5

## Sales Territory Planning

Plan and manage sales territories and assign sales reps to improve retail outlet coverage. Identify the most suitable locations for expansion based on consumer data, competition, spending patterns, and ease of access to distribution centers. Uncover meaningful trends and insights to make smarter decisions.



## Customer Testimonial

meesho

“

“Dista Insight helped us identify the most suitable locations to set up DCs, improve geographical coverage and delivery volume, thereby reducing our fulfillment costs. Their spatial analysis software designed an optimized first and last mile supply chain network.”

”

**Pankhuri Goel**

Director  
Fulfilment & Experience

Learn how Dista Insight helped a leading e-commerce platform improve their supply chain network design.

[Click here](#)

## Chapter 06

# Location Intelligence for Banking and Financial Services



Retail and corporate banks and financial services like NBFCs, Microfinance firms, and cash management companies leverage location intelligence software to build an intelligent lead flow system, try to reach potential customers first, and improve lead engagement. It helps them with faster lead onboarding TAT and a higher lead conversion rate.

## FOOD FOR THOUGHT

Location Intelligence, now more than ever, is pivotal for BFS to solve more and more challenges.

What if you could reach your customer in 45 mins for the following tasks -

Open a current or savings account

Collect their onboarding documents

Verify their identity and KYC, aadhar verification, biometrics

Inspect their claims

Mortgage inspections

Service POS machines

Background checks for loan applications

Maximize collection rate

Attend service requests through mobile apps or call centers

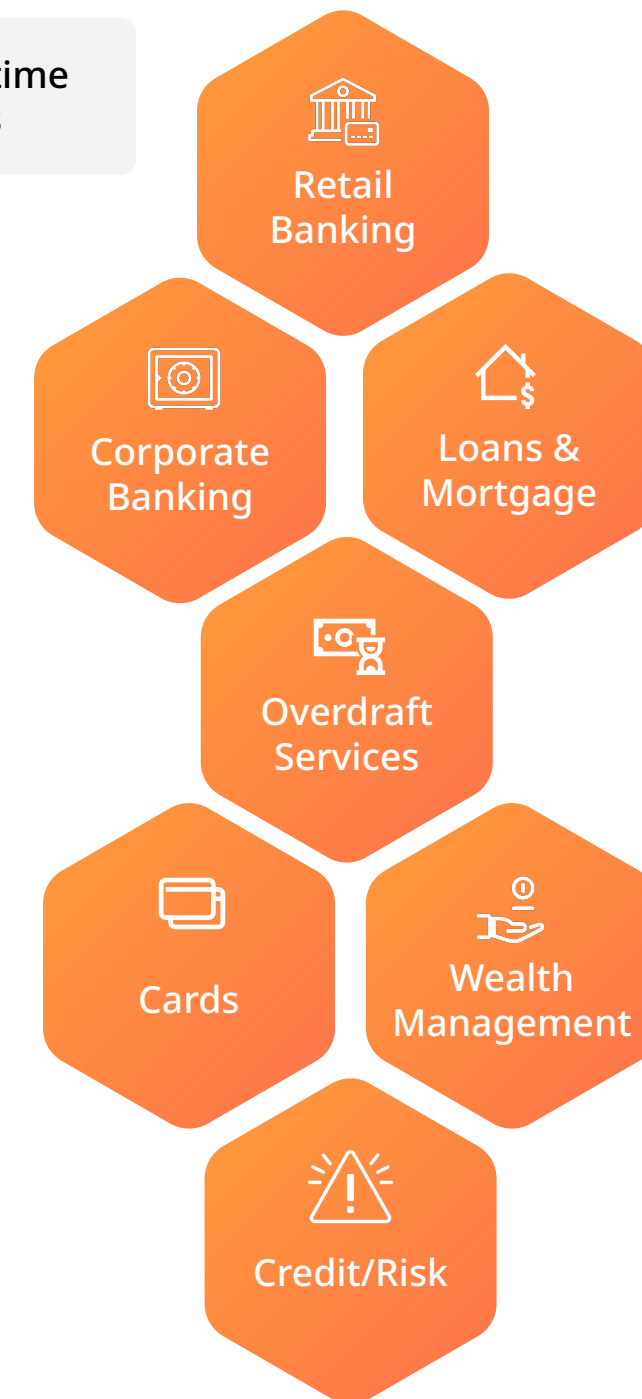
and much more....



# Dista Powers All Business Lines in Your Financial Institution

- Account Hunting
- Account Farming
- Doorstep Banking
- Strategic Planning
- Cash Management
- Other Services

Retail/Corporate/ Merchant Acquisition	Agent Assignment / Optimization	Capture Visit Outcome On-the-go	Maximize Sales Conversion & Coverage	Cockpit for Real time Field Insights
360 degree Relationship/ Portfolio Management	Intelligent Beat Planning	Smart Upsell/Cross-sell Recommendations	Improved Customer Activation	
A/C Opening/Customer Onboarding	Service Requests/ Doorstep KYC	Doc Pickup/Delivery	Address Verification	
Territory Management (Decongestion, Catchment ++)	Dealer Network Management	Delinquency Insights	Site Selection	
Collections & Recovery	Cash in Transit	Vault Management	Cassette Management	
Address Cleansing	Locator			



Executives



Sales and Marketing



Branch Managers



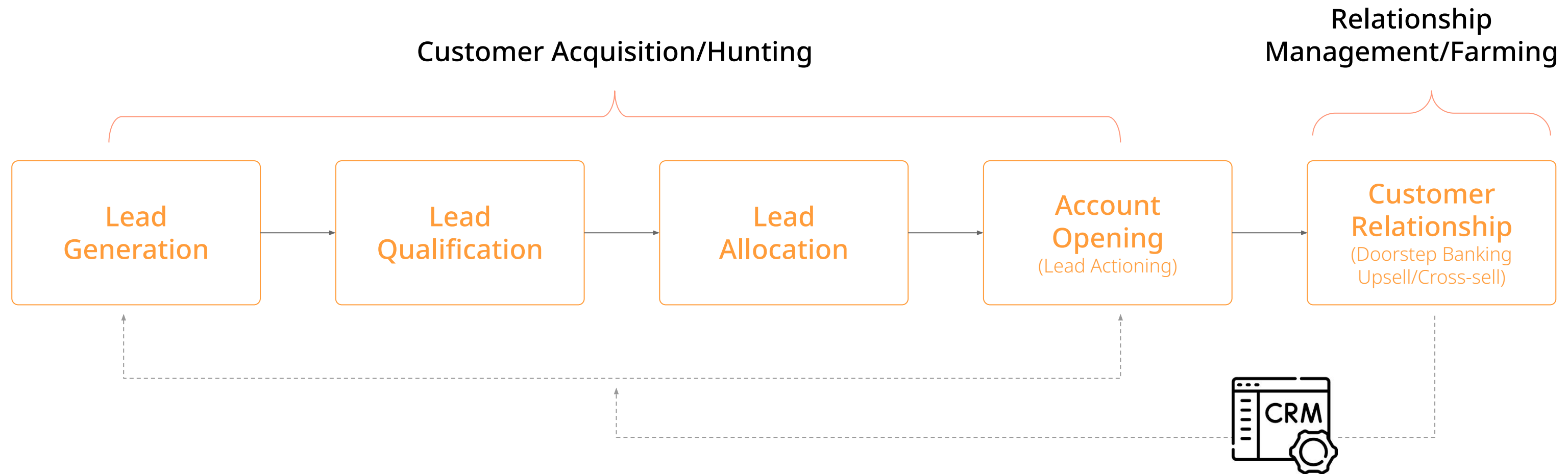
Relationship Managers



Operations

# Dista - A Location Intelligence Platform

for Continuous Hunting & Farming of Customers



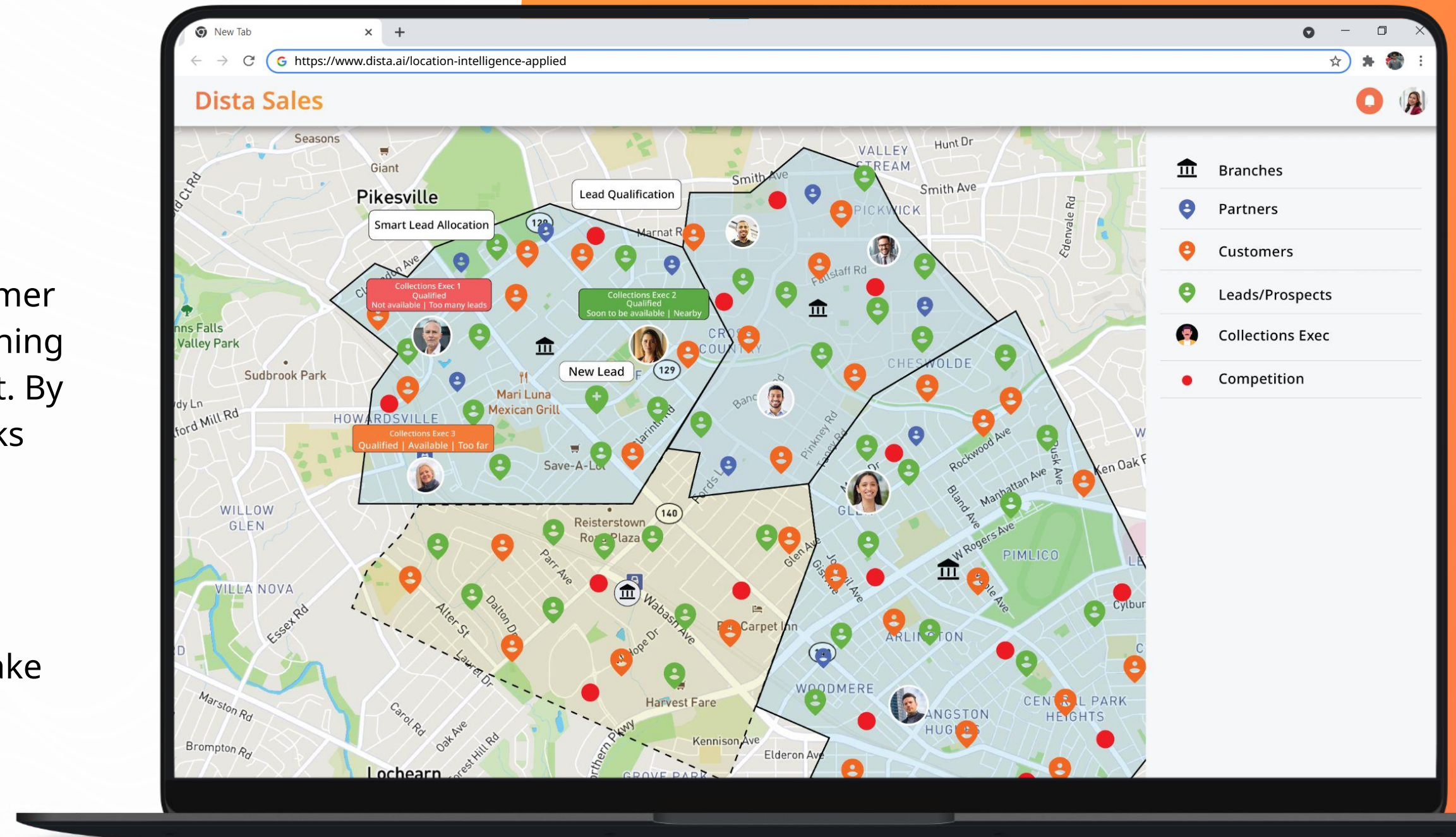
## Complete Visibility of Sales Team's Operations and Pipeline Tracking

[Targets Vs Achievement, Sales Funnel, Performance, Discipline, Lead actioning SLA adherence, Attendance]

# 1 Customer Acquisition

Customer experience is a crucial lever for customer retention, especially in the banking sector. Reaching customers before your competition is important. By leveraging a location intelligence platform, banks can manage their sales force to visit potential customers and turn them into new customers.

Financial services can automate their lead management system and help the sales team take faster action on leads.



## 2 Portfolio Management

A sales productivity platform helps banks structure their account farming team and distribute geographical areas by mapping merchants.

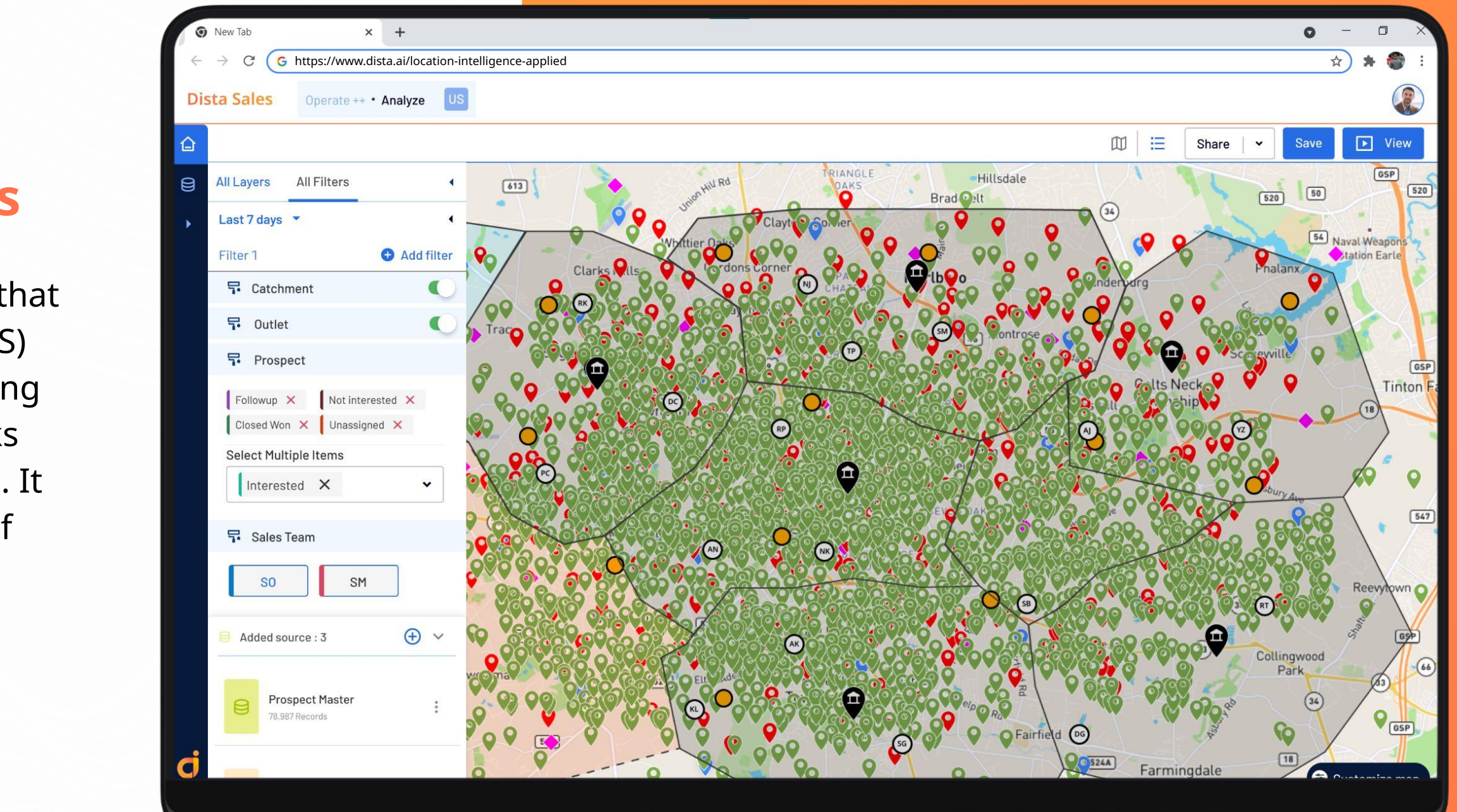
By leveraging a sales enablement platform powered by AI/ML engines, field sales reps can pitch the most recent offers and campaigns and do cross-sell and up-sell. They can also track their performance and target vs. achieved metrics transparently across the organization.



## 3

## Merchant Acquisition Business

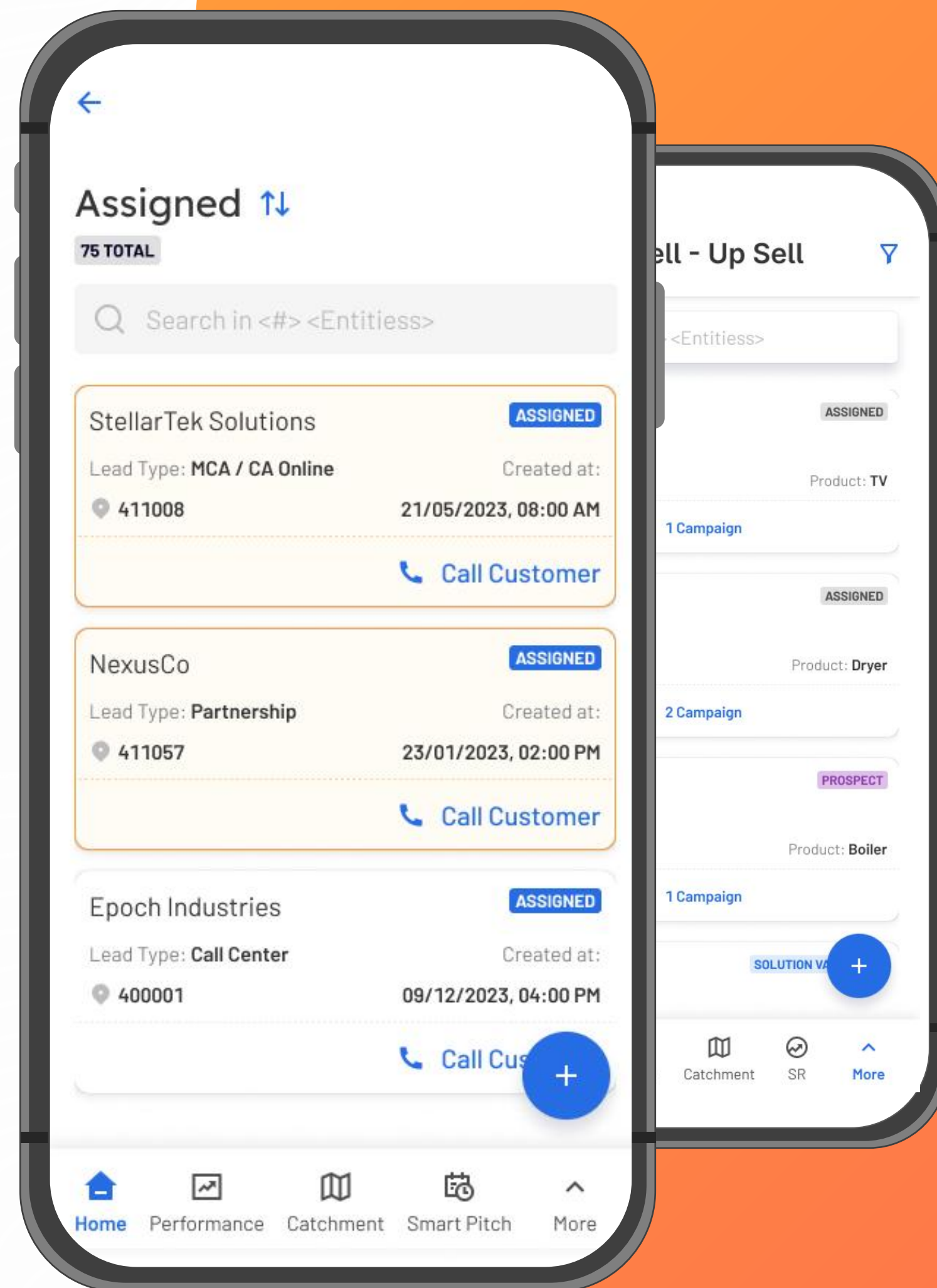
Banks consider merchant banking as a process that goes beyond merely acquiring point-of-sale (POS) terminals. A sales productivity platform leveraging the power of location intelligence can help banks streamline the process of merchant onboarding. It helps sales reps with the hunting and farming of accounts.



## 4

## Doorstep Banking

Banks can streamline and automate their doorstep banking operations. They can empower their field sales executive with an app for tracking leads, appointments, and collecting customer data on the go. Sales reps can capture photos, upload documents, and go paperless while onboarding customers. Meanwhile, sales managers get clear visibility into the daily operations of sales officers.

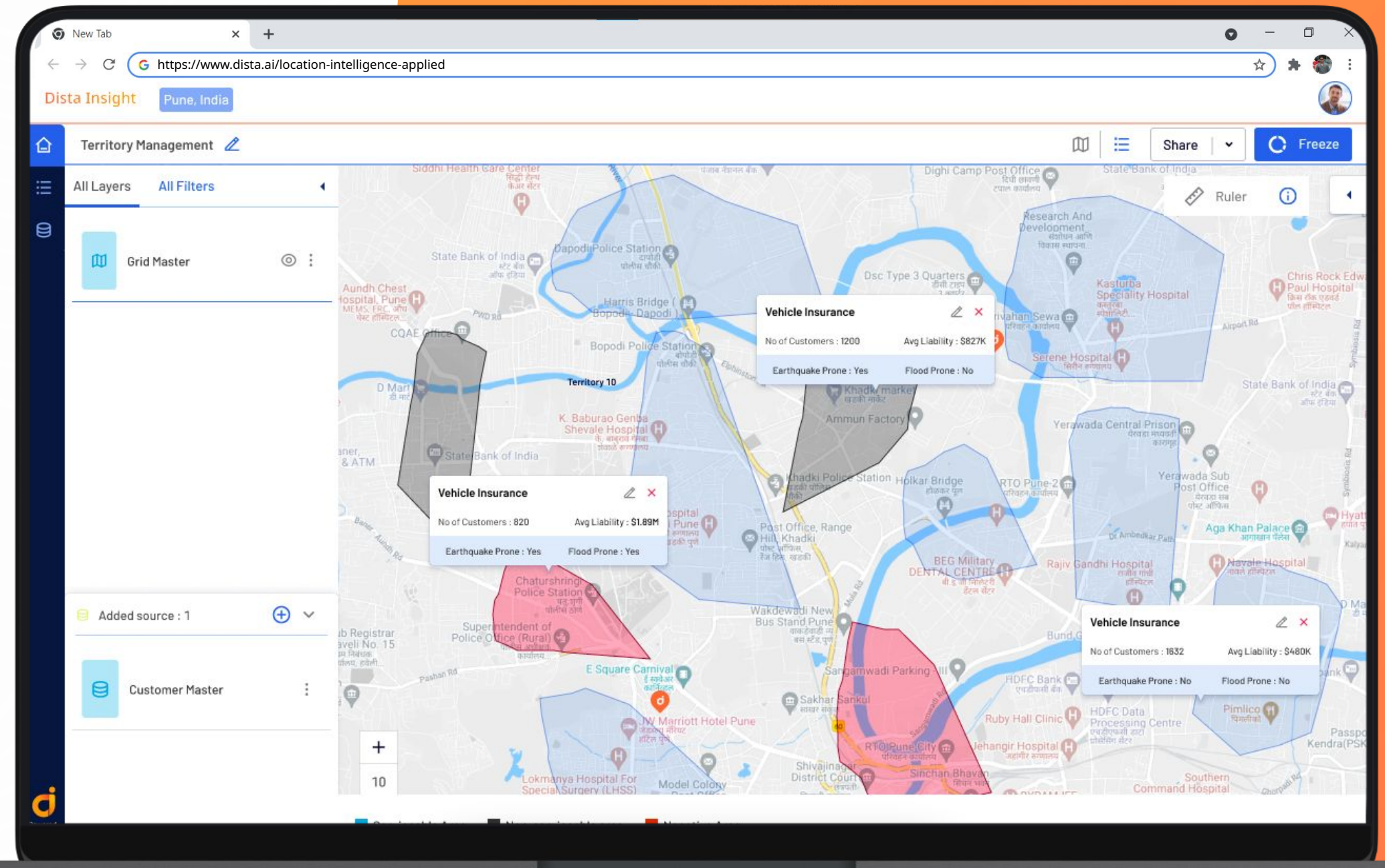


## 5

## Risk Profiling

By leveraging location data, banks, and financial institutions can identify high-risk areas of a city where residents would not qualify for credit approval. LI helps them analyze data spatially, offering better insights for potential market discovery. A robust AI/ML-based system identifies positive and negative areas with a map-based risk profiling of customers regarding their credit approval. Similarly, it can also locate areas with high or low delinquencies.

It helps understand customer credit profiles, repayment history, and delinquency trends by location. Business leaders can make quick informative decisions about lending and business expansion by leveraging these intelligent recommendations.

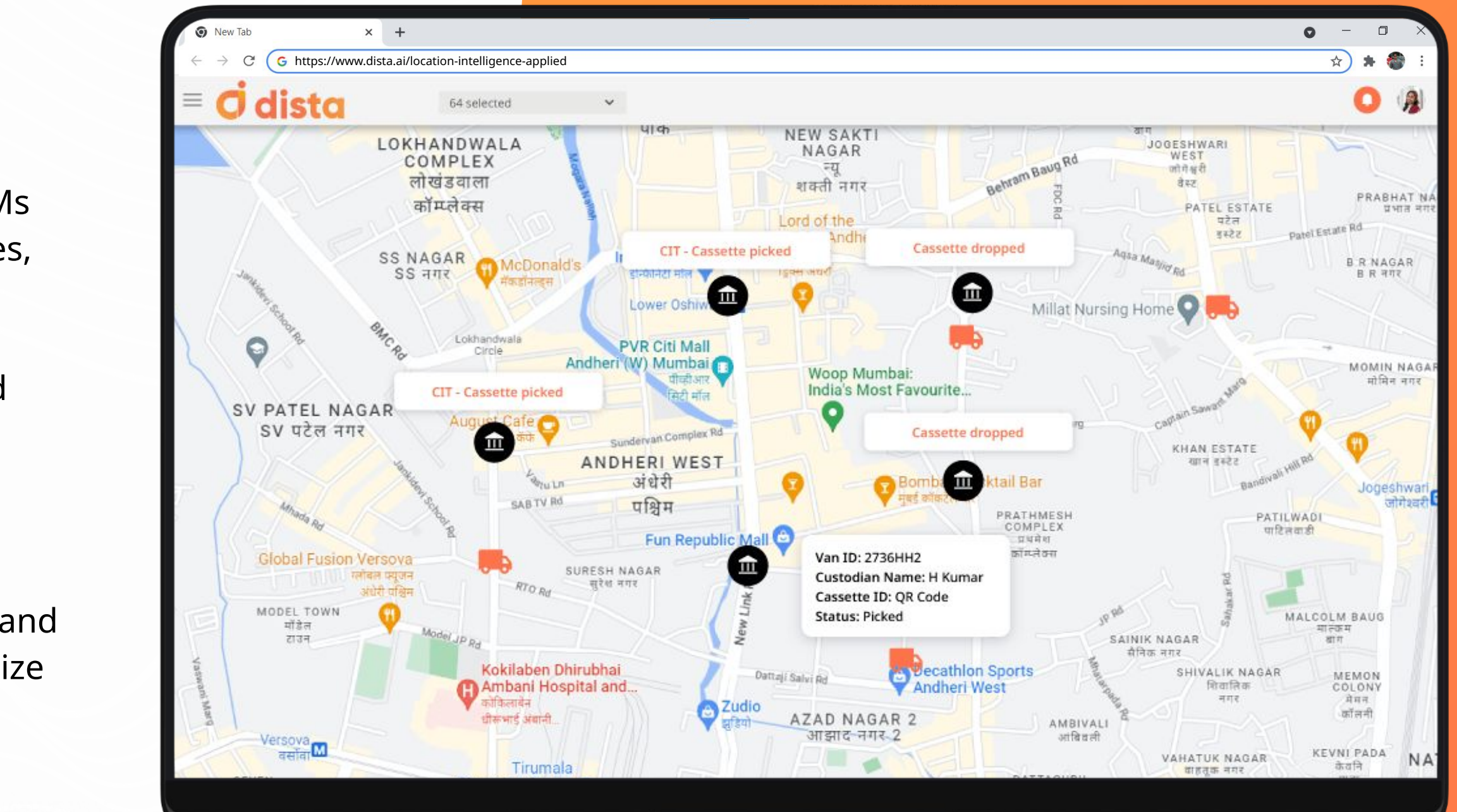


## 6

## Cash Logistics Management

Cash transport between bank branches and ATMs requires scheduling and orchestration of vehicles, route optimization, tracking field personnel and vehicles. A location intelligence platform can streamline the process of ATM cash transfer and manage multiple agencies and stakeholders seamlessly.

LI can help in cash transport management by providing real-time information on the location and movement of cash transport vehicles and optimize routes to reduce transport costs and increase security.



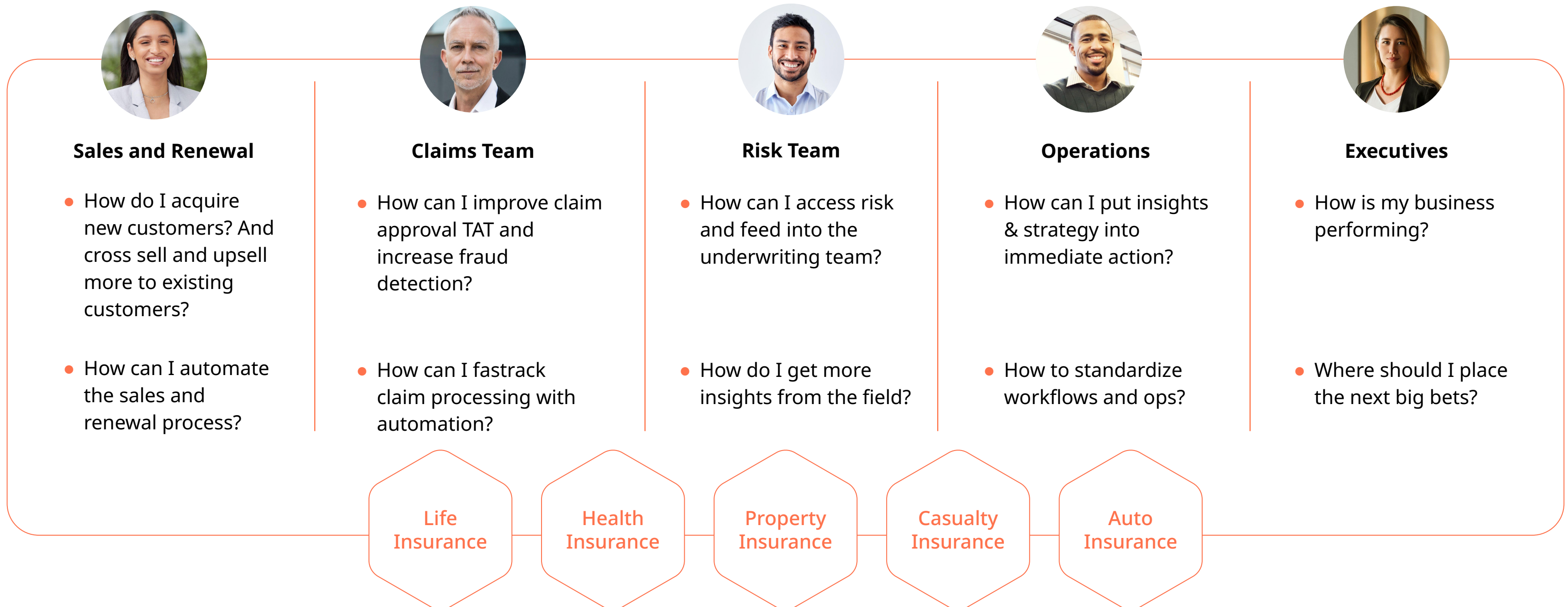


## Chapter 07

# Location Intelligence for Insurance



Solutions with location intelligence at its core have potential applications across various insurance processes, including marketing, vehicle claim inspection management, underwriting, doorstep services, document collection, verification, loss mitigation, fraud management, and more. With LI software, companies can orchestrate their large field force, manage multiple agencies, and go digital.



1

## Field Claims Inspection Orchestration

Insurance companies can streamline the orchestration of claims inspection with field force management software that monitors field executives. The tool helps with intelligent and timely case allocation, multi-agency management, data verification, smart recommendations, risk profiling, delinquency insights, and more.

2

## Fraudulent Area Definition

With a powerful visualization tool, businesses can get a complete map-based view of the risk exposure and identify high delinquency areas. This helps them design collection strategies based on customer location and perform risk profiling based on past data from industry/government bureaus.

3

## Reduce Costs

Geospatial monitoring can help in catastrophe modeling and minimize losses for insurers. With spatial data analysis, companies can improve the accuracy of the policy pricing to reduce the level of claims insurers receive. The tool analyzes onboarded customer data and pumps it back in the system to help draw meaningful actionable insights.

Here are Top Business  
Challenges in the  
Insurance Space that  
are Solved with  
Location Intelligence

## Chapter 08

# Become a Location Intelligent Organization with Dista



## Key Takeaways

Here's what businesses should focus on to get the most out of their location data

- **Spatial First**  
Organizations need to analyze the importance of location data and decide if it helps them better understand their constraints.
- **Data due Diligence**  
Understand your data repository, check if you can improve it, and take the necessary steps to ensure its integrity.
- **Selection of LI Software**  
Enterprises need to assess and select the right location intelligence software that offers the right technology and solves specific problems.

In the near future, location-capable devices will be omnipresent with rising mobile devices and become more accurate. Location sharing is forecasted to be easier to capture and share faster, owing to a continuous increase in computing power.

Businesses will have a large amount of valuable location information at their disposal that will derive crucial actionable insights with the help of AI, BI, and ML systems.

Location intelligence amplifies your BI and helps make crucial business decisions, improve operational efficiency, and maximize customer satisfaction. It is extremely difficult to track and verify daily ops if you have a large team of field reps. Similarly, managing fleet assets like vehicles and drivers without a central system can get overwhelming. Sales leaders and decision-makers face some common questions and challenges like -



Lack of insights into what is happening in the field



Poor customer experience because of missed SLAs and lost opportunities



Unoptimized sales beat plans



Where to set up my next outlet?



How to manage field ops and workload?

The answers are in the data; location analytics will help you find them. Leverage Dista's proprietary AI-enabled location intelligence system to **visualize, analyze, and operationalize** location data. Our experts recommend a cyclic journey for enterprises to stay ahead in the location intelligence game with this framework.

Derive meaningful and actionable insights to boost field operations, strengthen business processes, and enhance customer experience.



“

“With Dista Deliver, we've been able to keep our 30 minute SLA. The platform orchestrates 1,500+ riders and tracks orders from 500+ outlets across India. It helped us define serviceable areas, expand customer coverage, & facilitate new store onboarding.”

”

### **Prashant Gaur**

Chief Brand and Customer Officer  
Pizza Hut, India Subcontinent

[Read more case studies](#)

“

“With Dista’s AI-enabled location intelligence platform, CMS provided seamless, faster, safer, and hassle-free doorstep cash transportation service. There was an increase in agent productivity while a reduction in cash movement overheads with the right-sizing of custodians and vans.”

”

### **Rohit Kilam**

CTO  
CMS Info Systems

# Dista Overview

Dista's patent-pending **low-code/no-code platform** drives our custom product suite. With our 80-20 productized model, we solve 80% of your business priorities through SaaS while customizing the remaining 20%.

Leverage our robust location intelligence platform to



Maximize sales



Get geospatial insights



Increase operational efficiency





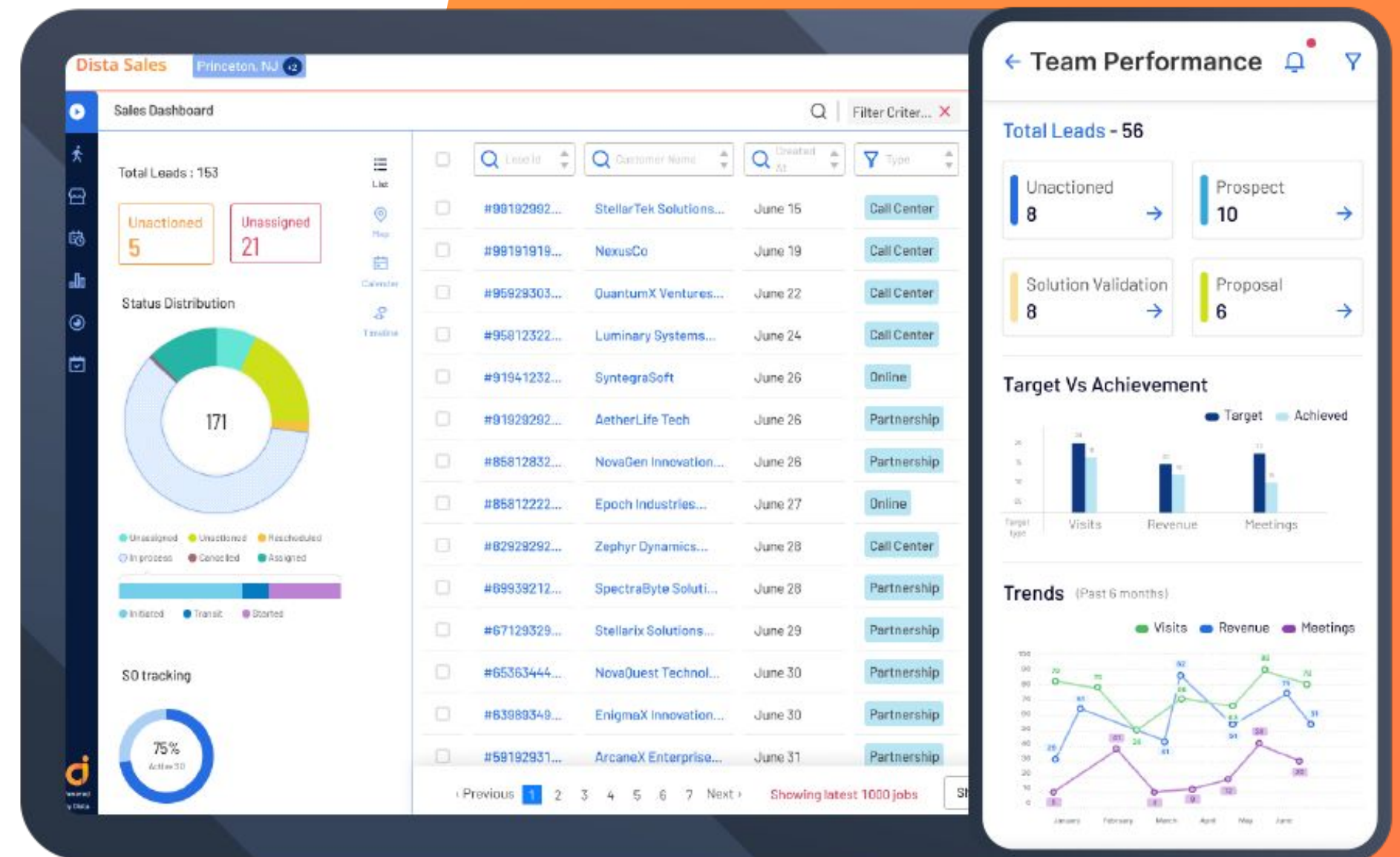


## Dista Sales

[Dista Sales](#) is an AI-powered sales productivity software that helps amplify sales conversions and accelerate growth. Run your field sales ops on our platform to visualize, strategize, and operationalize your outside sales team.

Get geospatial insights into what's happening in the field and AI-driven recommendations to increase revenue and customer reach.

Several leading enterprises leverage Dista Sales to supercharge their topline, improve lead management, boost lead engagement, and simplify account management.

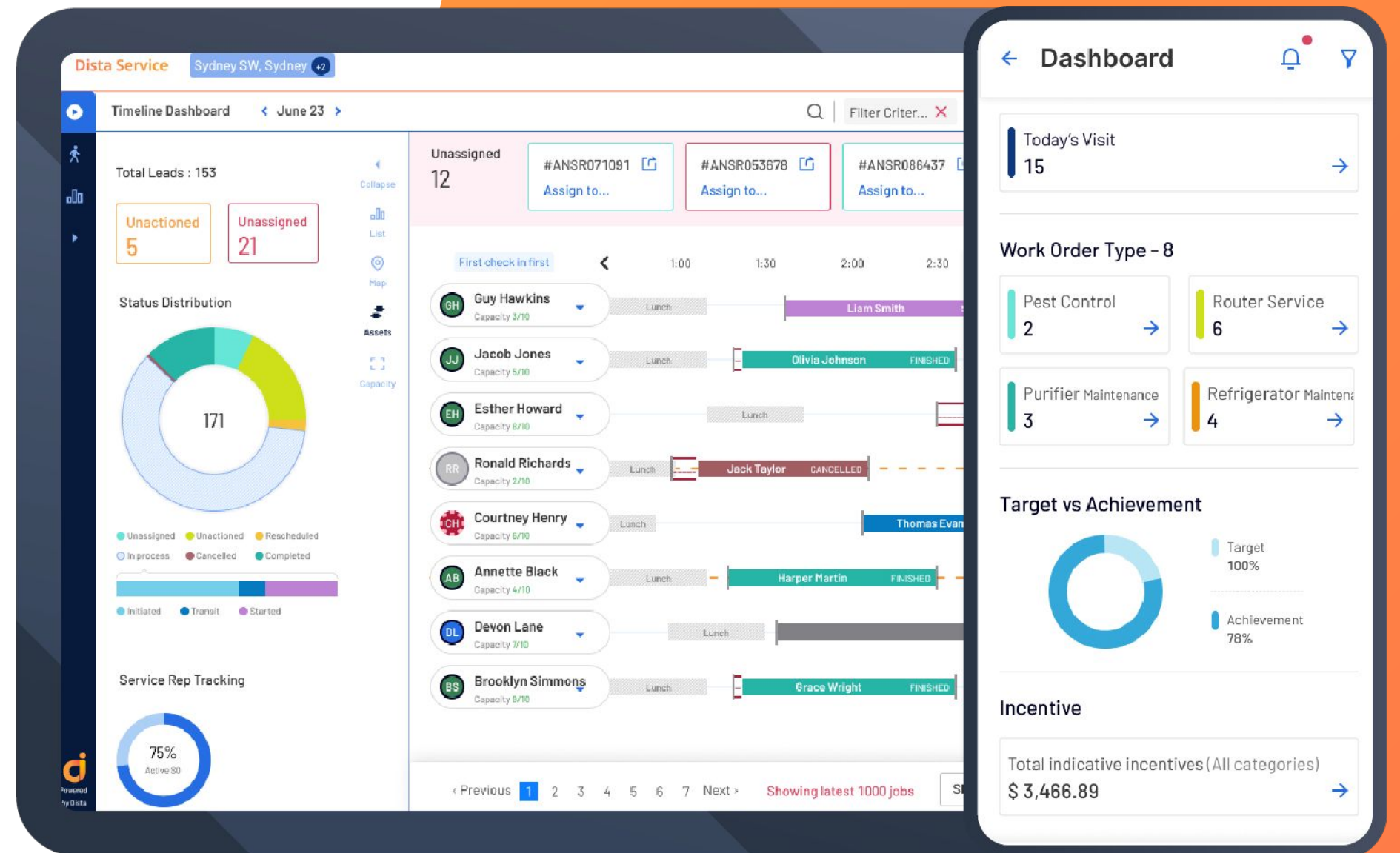




# Dista Service

[Disa Service](#), our field service management platform redefines field operations, improves the first-time fix rate of your field force, optimizes their productivity with smart job allocation, and improves customer experience.

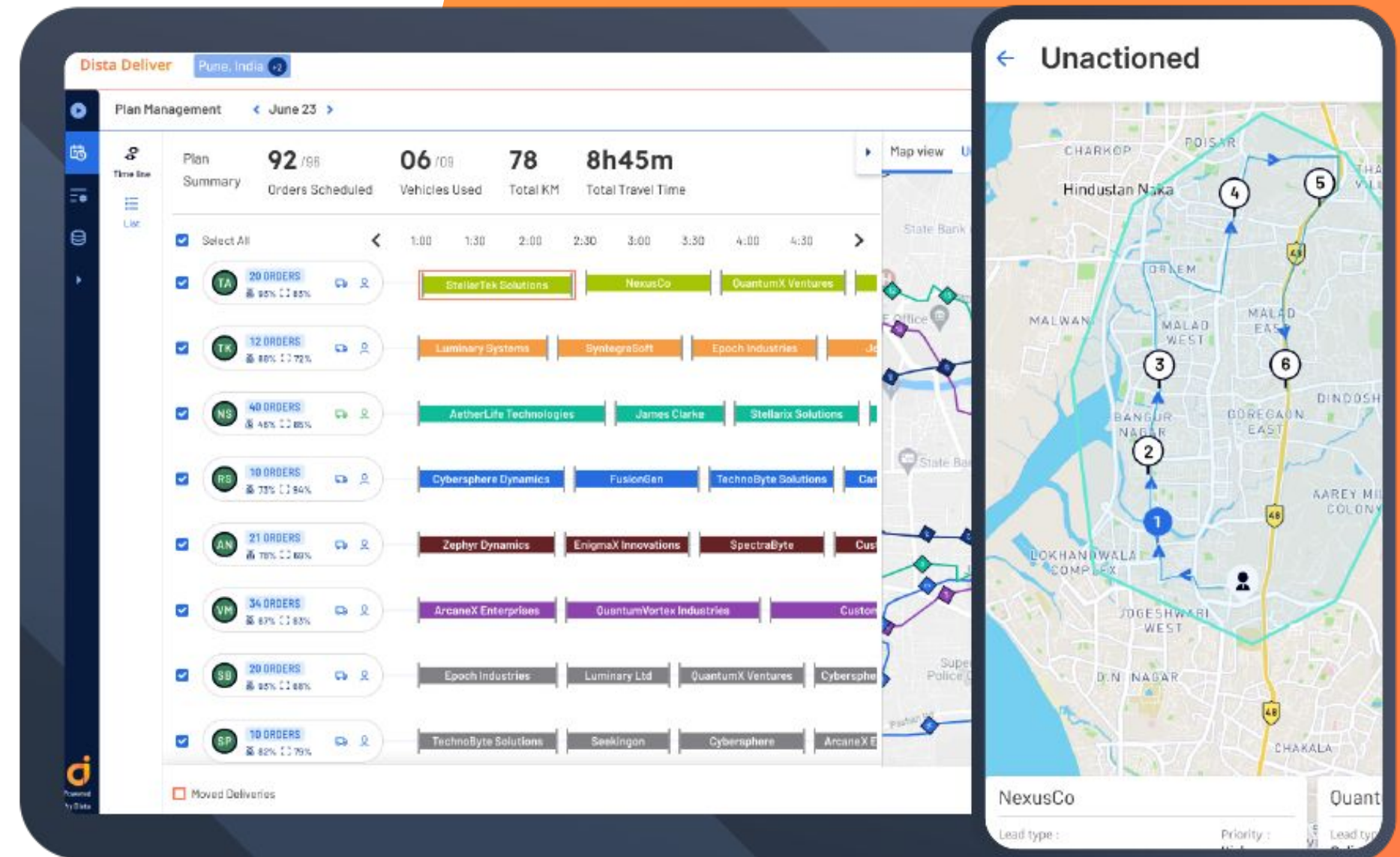
The service automation software has empowered companies to boost field productivity, get real-time visibility into the field force, improve TAT, and customer experience.





# Dista Deliver

[Dista Deliver](#) is a continuous learning and evolving intelligence platform to serve all your first, mid, and last-mile orchestration needs. The delivery management software helps companies from industries like CPG, QSR, e-commerce, hyperlocal businesses, among others to determine the most cost-efficient route for higher delivery efficiency.

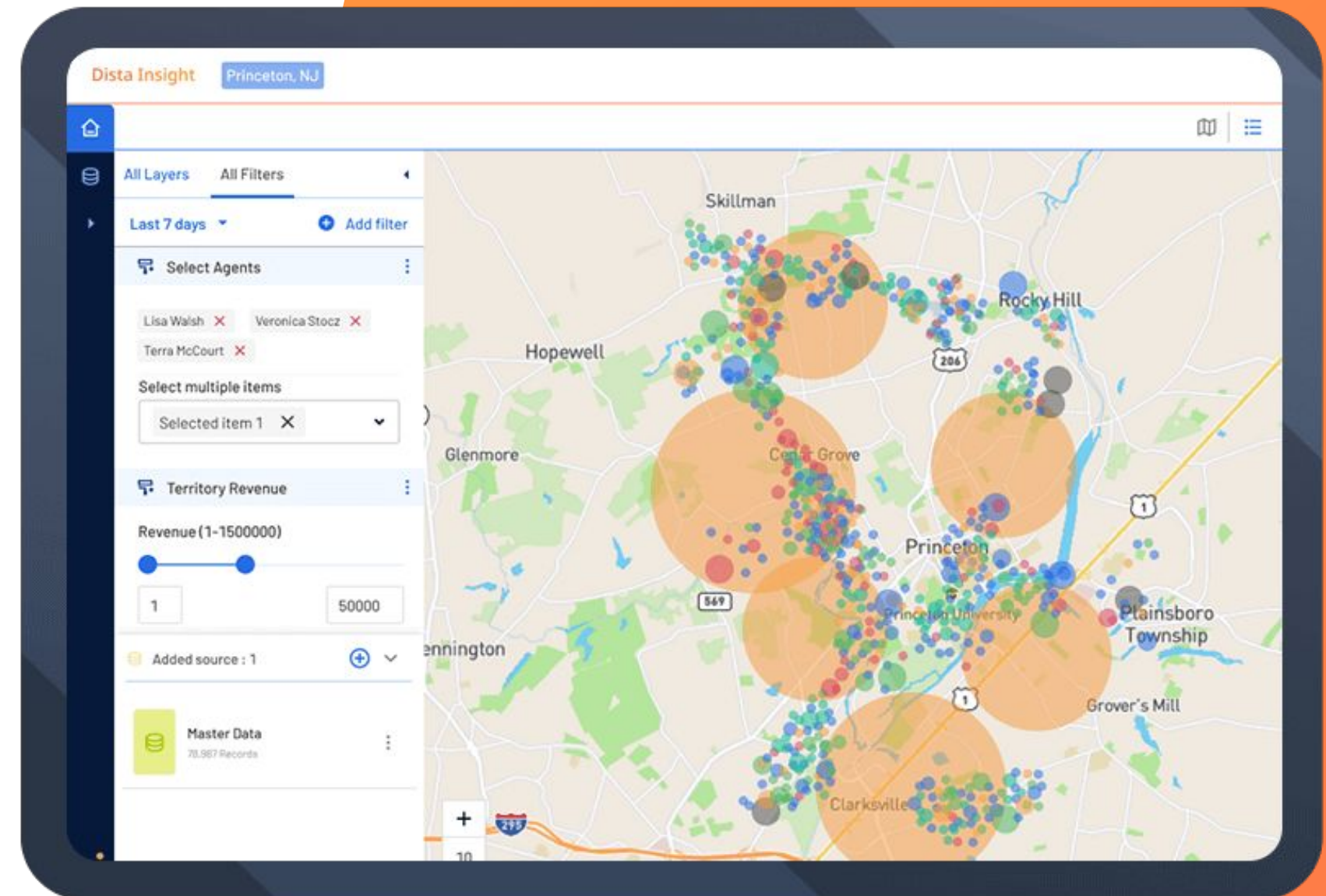




## Dista Insight

[Dista Insight](#) is a robust geospatial analytics software that offers actionable insights for leaders to discover, visualize, analyze, and operationalize for making crucial business decisions.

Businesses can leverage our spatial analytics platform to help with expansion plans, optimize resource forecasting, select suitable locations to open new offices/branches/outlets, and more. Companies from multiple industries can benefit from Dista Insight as it helps business leaders make informed decisions based on crucial insights and forecasting.





Dista is a **Google Cloud Build Partner**. Our AI-enabled platform that leverages Google Cloud and Google Maps Platform technology to build and design location intelligence products to solve crucial business use cases.

Dista also has bagged seven Google Cloud Expertise for industries including:

 **Business & Professional Services**

 **Industrial Goods & Manufacturing**

 **Financial Services**

 **Cloud Native**

 **Consumer Packaged Goods**

 **Telecommunications**

 **Supply Chain & Logistics**

 **Others**



Visit [www.dista.ai](https://www.dista.ai)  
and take the first step towards becoming  
a **location-intelligent** organization.



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