



Field & concept

How integrated dashboards improve the customer-agency relationship

Business Profile

Field & Concept is one of Belgium's most successful field marketing agencies. They've been in business for more than 30 years, and have been leaders in the sector of brand activation, merchandising, events and sales outsourcing. The agency works with big brands like Nespresso, Mondelez, WorldLine,... to increase their brand awareness, visibility and sales through field marketing.

Although the experience of field marketing happens 'offline', Field & Concept is an innovative player in the market. They heavily invest in the right digital tools to digitalize their field marketing services. Reporting & analytics for their clients is an important part of that digital experience.



Industry:

- Marketing

Solutions:

- Client portal with embedded Cumul.io dashboards

Company size:

- 75 employees
- +1,000 field marketers

1. Challenge

One of the core values at Field & Concept is transparency. They want to show clients how their field marketing budget is being spent, and how much revenue their actions generated.

Before using Cumul.io, reporting happened during monthly or quarterly business reviews, but soon enough, clients wanted faster insights and regular updates. To help their clients stay on top of their activities, the company felt the need to incorporate a faster, more interactive & intuitive way of reporting to their clients.

To respond to this reporting need, Field & Concept partnered with Cumul.io. They use Cumul.io to embed client-specific dashboards in their client portal. Each client now has access to their personal dashboard, which is updated in real-time as marketing campaigns are happening on the field.

2. The process

So how did the integration journey go at Field & Concept? From raw dataset to an interactive dashboard, directly embedded inside their customer portal?

For Field & Concept, it was of utmost importance to find a tool that was flexible enough to connect with their existing IT stack:

The overall integration ran very smoothly at Field & Concept. In only 1 month time, they had their first dashboards operational inside their 'customer zone'. Initially, they were built on Excel/CSV exports as a first test, but quite soon after, they connected their in-house tools to automatically feed the dashboards with real-time data:

Our sales ambassadors make use of our app when they are on the field. When they add information to the app, our servers sync automatically with our Cumul.io dashboards. In that way, the brands we work for can follow up – even in real-time – what is happening on the field.

- Cyr Provost, Commercial Director at Field & Concept

Customers have always had access to their data in our client portal, but it took a lot of manual effort to properly analyze that data. This considerably slowed down the pace to take action on their data.

- Cyr Provost, Commercial Director at Field & Concept

Programming custom dashboards ourselves would have been an option too, since most of our tools are built in-house. However, the integration of an existing tool that is performant, user-friendly and seamlessly integrates within our existing platform made Cumul.io the perfect solution for us. It allows us to centralize everything in 1 platform for our customers: from raw data to strong visual dashboards.

- Cyr Provost, Commercial Director at Field & Concept

Initially, syncing those custom tools with Cumul.io was the only potential challenge to make this partnership truly successful. However, the integration of Cumul.io with the Field & Concept tool stack went smoothly, thanks to the flexibility provided by the plugin API.

3. The result

The dashboard integration is now active for many of Field & Concept's large accounts. The first customer feedback was unanimously positive:

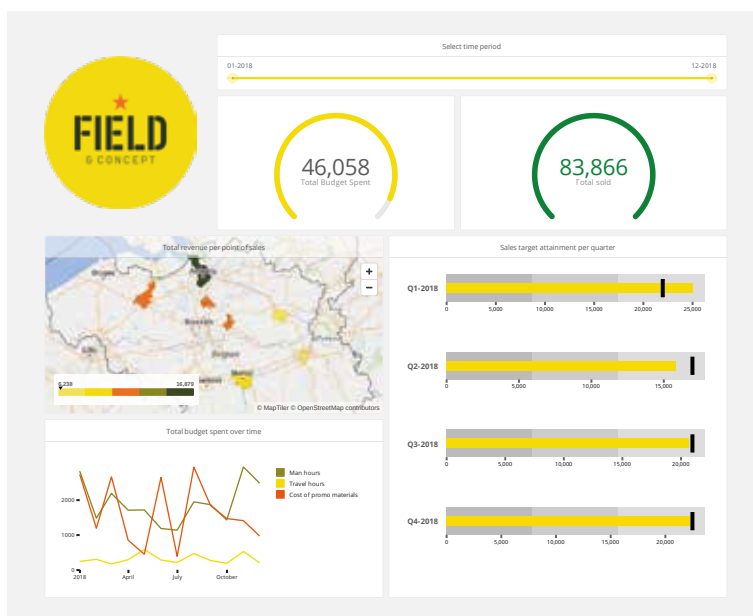
The dashboards are a true added value. We can get a better grip on our field marketing activities much faster. The filtering options also give us a lot of flexibility, to really drill down on the insights we are looking for.

Which insights are presented in the dashboards varies highly for each customer. With Cumul.io they can easily tailor this for each client, so they can ensure to show the KPIs that really matter the most to their clients. Every customer has its own goals & way of reporting.

Dashboards can range from project management related data to the performance of field marketing teams. A couple of examples:

- Evaluation of sales results
- Follow-up of attainment of certain sales quota
- Field marketing team performance (e.g. quality surveys)
- Budget follow-up, travel costs, number of hours worked

Clients have insights into their budget pacing at any time, and they know exactly where the money goes. The dashboard with sample data below will give you a glimpse of what this could look like.



For Field & Concept, the partnership with Cumul.io brings new added value on many levels. It makes our business much more efficient, both for our customers and internally.

- Cyr Provost, Commercial Director at Field & Concept