



CACI

allwyn

**How Allwyn uses
CACI's territory & route
optimisation tools to
successfully expand their
field sales team & stores**



Summary

Allwyn officially took over as operator of the UK National Lottery at the beginning of 2024. As part of this major acquisition, Allwyn has grown its sales team to deliver key initiatives as part of the new licence. To successfully do so required a two-fold objective:

1. Ensure a smooth running of visits for existing Retail Sales Executives covering over 40,000 stores on a quarterly basis.
2. Grow the size of the team to 155 Retail Sales Executives to increase the quantity and quality of visits.

CACI had established a long-standing relationship with the previous operator of the National Lottery and had a proven track record of delivering projects for them. Allwyn therefore knew it could turn to CACI as a trusted partner who would understand the work required to help meet their objectives.



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The success of the project is a testament to our relationship with CACI and their expertise through consultancy. This project had fixed deadlines that needed to be met and given the complexity of the project we understood there would be challenges along the way, however, CACI provided first class support end-to-end which kept us on track and delivered the project within our timeline.

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Billy Ellis

Retail Operations Manager



Challenge

- New territories and routes needed to be designed to quickly set the wheels in motion.
- As an expanded field team, Allwyn had to ensure that these routes and territories were optimal to meet deadlines and mitigate any disruption from the previous operator's handover.

Solution

Allwyn commissioned CACI to undertake a headcount analysis and territory optimisation project using CACI's territory optimisation tool, InSite FieldForce. CACI went on to create optimal routing solutions for Allwyn, using their cloud-based route optimisation software, CallSmart Web, to ensure the following:

- A correctly sized team would be in place for their expanded network of over 40,000 stores
- Ideal locations to recruit new Retail Sales Executives would be known
- Territories are optimised to balance work evenly, maximising each Retail Sales Executive's potential
- The number of scheduled visits would be maximised and driving time minimised.

With their team of experienced field marketing optimisation experts, CACI was able to bolster the above objectives for Allwyn. Allwyn has also licenced CallSmart Web, which enables them to self-serve and optimise routes once personnel are in place. Ongoing training and support for Allwyn is provided by CACI's experts during this transitory period as they move towards more software usage.





Conclusion inc. Stats

Following CACI's headcount analysis and territory optimisation work, Allwyn's Retail Sales Executives have been working with balanced workloads, ensuring they are neither overworked nor underutilised, with an average utilisation (including commute) of 86%. This helps the business understand whether there is sufficient time remaining for additional tasks such as prospecting, admin and more.

The territory optimisation work has enabled Retail Sales Executives to spend 79% of their time with customers, and less time driving. This is in addition to achieving their target number of visits per day.

The fair distribution of workload has also meant that CallSmart Web is able to produce the best possible schedules for all of Allwyn's 155 Retail Sales Executives, leading to 100% of scheduled visits across a 10-week call cycle.

The combination of using CACI's expertise via consultancy and software solutions has allowed Allwyn to successfully go live with its expanded field sales team of 155 Retail Sales Executives while continuing to ensure a smooth running of all visits across their store universe of over 40,000 outlets. This highlights the importance of a tailored approach, as well as the countless benefits of optimised and efficient territories as well as visit schedules. CACI continues to be on hand to provide technical expertise and support to ensure a continued success for this partnership.



Testimonial

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Given how complex this project was remapping over 40,000 retail outlets, CACI provided exceptional support through dedicated communication and expert advice. This enabled us to collaborate effectively to ensure that we maximised our utilisation while minimising our journey times of our Retail Sales Executives.

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Billy Ellis

Retail Operations Manager



86%

Retail Sales Executives'
utilisation average
(including commute)

79%

of time spent with
customers, and less
time driving

100%

of scheduled
visits achieved





To find out more about how CACI can help you support your organisation, please get in touch.

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