

A Cleaner Approach to Route Planning: How Kreussler Drives Efficiency with Geopointe



"[Geopointe] makes things much more manageable. It gives people a realistic approach to how their accounts are laid out. It's not as overwhelming as they thought."

Richard Fitzpatrick
Vice President

The Challenge:

- Technical sales reps had no clear way to visualize their target accounts or prospects on a map.
- Rapid company growth and rep turnover required a quick way for new hires to learn about their territories.
- They also needed to create unique data sets, shapes, and custom objects without toggling between multiple windows.

Why Geopointe?

- **Salesforce-native:** with Salesforce as their CRM, Kreussler wanted a mapping solution that would seamlessly integrate without requiring a second app.
- **Ability to customize:** with unique service cadences and account hierarchies, Kreussler needed a solution that allowed them to create custom objects.
- **User-friendly:** Kreussler hires technical people, not salespeople. They needed a solution that was intuitive and easy to learn.

The Results

- ✓ **Optimized routes:** reps save windshield time with a clear view of the most efficient route for their day.
- ✓ **Better prospecting:** instead of waiting until the end of the day to visit nearby prospects, reps can instantly add strategic accounts to their route.
- ✓ **Increased organization:** Geopointe is a one-stop shop for creating shapes, identifying data sets, and interacting with accounts.
- ✓ **Faster onboarding:** new hires can easily visualize accounts and take the stress out of learning their territories.