**Overview**

Field force management is a critical aspect of many businesses, especially those with a physical presence. From sales teams to delivery drivers, effective management of staff and resources is crucial for efficiency and cost-effectiveness. Google Maps APIs offer a wealth of tools and data that can help organisations optimise their field force operations.

**Key Benefits**

- **Maximise the number of jobs per worker per day**
- **Optimise schedules**
- **Validate expense claims**
- **Use maps to check accuracy**

**APIs Used**

- Geocoding API
- Static Maps API
- Directions API
- Places Autocomplete
- Timezone API
- Pedometer

**How It Works**

**Tracks Workers On A Map**

- **Familiar maps that everyone already uses**
- **Best address data quality**
- **Comprehensive business and POI data**
- **Fast location search using Autocomplete**
- **See what locations look like before you arrive**

Workers can easily send location updates from smartphones or on-board devices. If your workers use native iOS or Android apps, you can embed maps into them using the **Google Maps Android API** or the **iOS SDK**. For office staff, you can embed maps into internal web applications with the **Javascript Maps API**. This allows you to visualise where workers are and dispatch them as jobs come in using technology already familiar to all your staff. When you need to convert GPS positions to addresses, postcodes, neighborhood names rapidly, you can use the **Geocoding API** to get more local context about where the teams are. Business and POI locations from the **Places API** can help workers navigate and customers specify job locations. Autocomplete helps them type the address as quickly as possible. StreetView can help drivers know where to park, how to get into a building, or what an unfamiliar location looks like before they arrive.

**Optimise Schedules**

Optimise the order of jobs to be visited by sending locations to Google's **Directions API**. Calculate likely travel times using the Predictive Travel Time feature of the **Directions API** and **Distance Matrix API**. Compare travel time to multiple locations to help allocate jobs to workers using the **Distance Matrix API**.

**Administration and Billing**

Get your staff or users to enter locations such as billing or delivery addresses rapidly using **Places Autocomplete** or look them up from a database table using the **Geocoding API**. They can enter journey information to calculate expenses based on distance calculated using the **Directions API**, and use a Google Map to validate the location and journeys they took. Include thumbnail view within emails and reports by using the **Static Maps API**. When working with a global workforce, the Google Maps **Timezone API** can find out local time, including daylight saving offsets, from reported worker positions to help associate tracked locations that fall within local working hours.

** wanted to find out more?**

Our Customer Success team will work with you to determine how the solution will work best for your organization. For more information about this offering or to learn more about how customizing Google Maps API can impact your business, please contact us at:

- **North and South America**
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**Track Improvements**

- Javascript Bridge API
- Javascript API
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