

“My reps used to write the visit up at home, four hours after they left the store. Now it is finished before they get back in the car.”

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CLIENT TOYCO / SECTOR CONSUMER TOYS, MASS AND SPECIALTY RETAIL / FIELD TEAM 148 MERCHANDISERS, 2,300 STORES / ROLLED OUT JANUARY – MARCH 2026 / PLAN FIELDNOTES FIELD, 160 SEATS

WHAT WAS ACTUALLY BROKEN

Toyco sells through other people's shelves. A merchandiser drives to a store, rebuilds the endcap, counts what is missing, photographs the aisle and leaves. Until this year that visit produced a paper checklist, eleven photos on a personal phone and an email written after dinner.

The buying team in Cincinnati saw a given store an average of **9.1 days** after someone had stood in front of it. By then the display had either been fixed by the store or given away to a competitor's set, and nobody could tell which.

WHAT CHANGED

Three things, none of them clever. The checklist became a form on the rep's phone with that store's own planogram attached, so compliance is judged against the right picture rather than a remembered one. Photographs are taken inside the form and carry store, aisle and time without anybody typing them.

And a visit cannot be closed off site. **The form submits at the door or not at all** — which sounds like a constraint and turned out to be the feature the reps liked most, because it ended the evening admin.

WHY IT HELD

Nobody had to be sold on it internally. The reps got forty minutes of their evening back in week one; the regional managers got a Monday board that was true on Monday rather than true nine days ago. Paper was retired on March 2 without a memo.

Same day

REPORT REACHES THE BUYING TEAM  
Was 9.1 days on average

88%

PLANOGRAM COMPLIANCE AT AUDIT  
Was 61% in the October sweep

79%

OUT-OF-STOCKS CLEARED INSIDE A WEEK  
Was 34%; 1,880 flags in March

31 min

AVERAGE TIME INSIDE THE STORE  
Was 52 min, and more of it on the shelf

Figures compare the March 2026 field period against the October 2025 baseline, on the 1,940 stores present in both. Audits are run by Toyco's own regional managers, not by Fieldnotes.

HOW IT RAN

EIGHT WEEKS, FOUR WAVES

|             |                      |                                                                                                                      |
|-------------|----------------------|----------------------------------------------------------------------------------------------------------------------|
| Jan 6 – 17  | Pilot, two regions   | Eighteen reps in Ohio and Georgia. Planograms imported from the existing merchandising system; nothing re-keyed.     |
| Jan 20 – 30 | The form got shorter | Twenty-two fields cut to nine after watching four ride-alongs. The photo step moved before the count, not after it.  |
| Feb 2 – 20  | Rollout by region    | Four waves, a week apart, each opened by the regional manager rather than by us. Sixty minutes of training per wave. |
| Mar 2       | Paper retired        | All 148 reps on the app. The old checklist pad was not reordered; the Monday call moved onto the live board.         |

Toyco is now running the same forms through its 2026 holiday reset, with 60 seasonal reps added for eleven weeks.

Fieldnotes is field documentation for teams whose work happens somewhere else — forms, photographs and sign-off that finish on site, and a board that is current the moment the door closes.