Retail execution excellence through targeted communication

HCL helps a leading beverage manufacturer improve their sales force effectiveness

About the Customer

The customer is one of the largest refreshment beverage companies in North America. The customer manufactures and distributes more than 50 beverages to retailers across the U.S., Canada, Mexico, and the Caribbean.

The Challenge

At the start of the project, the client was looking to build a single source of information that renders personalized information based on relevance and requirement on a near-real-time basis.

The following were the business/IT challenges :

- Retail execution was the business priority and the client wanted to bridge the current gaps to drive sales

- No single source of information was available for the sales executives which made information gathering a time-consuming process

- The sales force had to filter and segregate relevant information sent to them from the central planning teams

The HCL Solution

HCL's dynamic approach started with the revamp of the existing order management tool to extract relevant customer information on the iPad. There was a 27% loss in sales due to lack of a consistent system that tracks the changes in the store inventory.

To help the sales force better, and to enhance order management HCL used the MicroStrategy tool to slice and dice the information to provide much more accurate and relevant content for retail execution. The customer was presented with a roadmap. Finally, HCL also revamped SharePoint architecture to centralize the information and segregate it based on the user profile, making the work of the sales force easier.

The Business Benefits

As a result of HCL's expertise, the client was able to build a system with streamlined and targeted communication based on information needs. The client identified reduction in the Out Of Stock (OOS) during key promotions as a way to build sales and efficiency in a declining category.

The system helped their sales force overcome the challenges in order management and other functions, and also assisted in overall business growth by :

- Anticipating and following the "day in the life" approach for the users, giving them relevant information along the day

- Providing a customizable user-centric work space and platform that users can customize based on their needs, job function, or role

- Creating a unique platform to create, share, and drive actionable plans to execution

- Allowing users to receive, consume, and republish information based on operational needs

- Giving real-timedownstream visibility to take corrective action across the enterprise
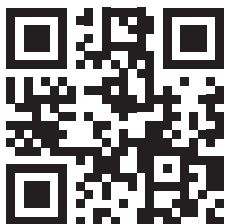
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