



Case study:

Field marketing

Fr3dom's fully managed tactical deployment wraps up Christmas for major drinks company

The client

The world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer categories.

Christmas in the grocery channel (key volume segment) is the most concentrated sales period of the year with significant volume increases being fundamental to a strong trading performance come the year end.

Total intimacy with the Christmas off trade push for sales and distribution had been a challenge for many years.

Introduction

Christmas is the single biggest sales opportunity in the UK for major brand owners in the liquor sector. It is vital for brand owners to know what is happening daily in store as well as how staff are performing. Evidence of displays and competitor activity is often needed, and any lack of compliance has to be reported quickly. Promotional offers change frequently, sometimes daily, and this can inhibit reliable analysis of field performance and sales delivery.

Meeting these challenges led to a requirement for a more robust and sophisticated reporting solution than previously possible. The client's Christmas Team wanted a solution to make data faster and tighter but also be more intuitive to use, easier to deploy and simpler to keep updated.

Situation

A field resource of 150 staff (both internal and from agency) were to visit stores across the UK for a nine week period on the run up to Christmas. The requirement was to visit major supermarkets across Asda, J Sainsbury's and Tesco every day to ensure agreed displays were in place, and that enough stock was on hand to ensure demand could be met. Where possible further orders were to be taken. Photographs of displays built in store as well as competitor activity were required. Because not all staff were familiar with the in call procedure, guidance was required throughout the call to make sure that whenever an action was required to correct an issue, a prompt was given.

"Fr3dom's implementation was robust, reliable and easy to use. Users found the interface simple, while the ability to combine data reporting with image capture and the removal of post call admin made for a very popular solution with our users."

Business Intelligence Manager (client side)

Managing updates to promotional calendars and revisions to agreed plans was to be a major consideration. As the Business Intelligence Manager at the client explains; "Being able to update the questionnaires used in real time meant accuracy of data and flexibility dramatically improved over previous years. The indexing of images was also a major factor in detailing staff achievements and raising the profile of Christmas throughout the business."

Major Global Drinks Business
London, United Kingdom

Business challenges

- Drive sales activity through intelligent use of data captured
- Guarantee activity claimed through recording pictures
- Reduce time spent on reporting from field therefore allow more time in call
- Provide meaningful performance management data daily
- Make life easier....

Fr3dom solution

- Rented PDAs provided with software pre loaded and data cards included
- Fully managed deployment of SKU updates and promotional changes
- Fully staffed support line for users
- Data access online 24/7

Business value

- Over 15,000 stores visited
- 27,000 fully indexed images
- 100% data transmitted remotely onto Fr3dom servers
- 100% success rate on SKU and promotional updates
- 100% up time and availability of data
- Ave < 2 support calls per day throughout campaign
- MIS on time taken in call and time of call increased management usability and insight



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Selection

A variety of different suppliers for handheld solutions were reviewed. "We looked at a variety of solutions, but Fr3dom was the only one we could deploy on a tactical basis without having to tie up a lot of budget in hardware we might not want to keep." explains the project lead. "Add to this the recommendation of our national field marketing supplier and the experience Fr3dom had with us and the sector, and it became clear who we should use. We chose Fr3dom."

"As well as the all important technology, Fr3dom also provided a tactical product bearing all the hall marks of a much more expensive wholly purchased solution. It is this ability to deploy tactically without compromising the product or service that set Fr3dom apart."

The Fr3dom solution

A fully integrated package of hardware, software and data was delivered. Compact SQL data files allowed staff to be changed, calls to be allocated to new users and updates to be made to SKU lists and questionnaires at will. All updates were circulated overnight so as to avoid interruption in the working day.

All data collected was stored locally on the device until staff left the store, when data was sent up on demand. This included images (>27,000) all pre named with the store type/location and other fields as requested by the client. All the data was fully encrypted and secure. With devices fully locked down, only the fr3dom application could run, ensuring accurate time and date stamping as well as high quality management information such as time in call, time of call.

Reporting was fully online with a complex set of data tables produced, reflecting the client requirement of compliance as well as performance management information in a variety of structures. All reports were generated in real time and not as batch processes. A raw data view was also provided to the project team, allowing them a real time window into field activity as it happened, including images, UK wide.

Results

>15,000 visits were completed in the nine week period. >27,000 images taken. 100% data was transmitted remotely onto Fr3dom servers and this with a 100% success rate on SKU and promotional updates

100% up time and availability of data meant access was uninterrupted throughout. With less than 2 support calls per day throughout the campaign, ease of use and adoption is clearly illustrated—despite many new users being drafted in without any face to face training.

A challenging project delivered extremely well in field together with a sophisticated set of online reports combined to wrap up Christmas for the largest drinks business in the UK.

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Images

- All images taken with PDA
- 2 mega pixel camera gives sharp pictures for validation
- Indexed with user ID, store and brand for ease of use and distribution
- Records all embedded and linked to the questionnaire—part of the same data set
- 100% validation of compliance issues to raise with store

