

Peninsula Beverages Case Study



Peninsula Beverages drive their sales force to new heights and save hours by mobilising their business

Established in 1940, Peninsula Beverage Company (PenBev) now employs over 1300 individuals. PenBev is the local bottler of the Coca-Cola Company product in the Western and Northern Cape of South Africa. They strive to provide Coca-Cola products to all vendors wishing to supply Coca-Cola products from small to large organisations with 24 hour delivery cycles.

They successfully support retailers and traders with on-time deliveries, free signage and coolers, in-store advertising and promotions, and advice on making their businesses more profitable.

The Business Challenge

PenBev distributes thousands of Coca-Cola products weekly with 24 hour delivery cycles, they need to be fast and efficient to ensure timely delivery, organised stock control and excellent customer service.

PenBev needed to optimise their infrastructure, without jeopardising their existing software platforms, which included SAP and Salesforce.com. Prior to implementing Atajo, PenBev experienced inefficiencies in the following areas of their business, time delays, high costs, lack of visibility and human error.

PenBev experienced time delays with salesmen having to travel to and from the office for the purpose of returning and capturing of documentation, this was not only time consuming but costly too. Time delays were also as a result of salesmen having to establish the exact location of vendors and retailers, and routes were often duplicated. This resulted in delays of the ordering of stock for customers and the salesmen not being able to address a customer's problem immediately on site.

Another challenge and concern for PenBev was the lack of visibility of their assets in the field and the ability to constantly track such assets and salesmen. Amongst these difficulties experienced human error was also a concern, with the duplicate capturing of data in SAP and Salesforce.com. Most importantly PenBev wanted to find a way to improve its overall customer satisfaction.

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The Solution Offered

Having adopted a philosophy of mobility, PenBev used both SAP and Salesforce.com to gain a competitive advantage. Like most technology solutions, these had dated and a revised, more optimal, cost effective solution was required that could adapt to the growth of their business.

The solution PenBev required was a Salesforce automation application that incorporated ordering of stock for vendors and retailers, asset verification and tracking, with increased visibility, which would also be used as a reporting tool to customers. This included a reliable job queue system, offline capabilities, customised operational support with an accurate reporting system.

Atajo, linked all sales and support teams, promoted information sharing across PenBev and ensured all necessary employees were informed timeously.

The mobilisation of such processes reduced the timely and costly administration function, mobilised a paper based business process and increased salesmen's motivation and customer satisfaction.

Summary

Business challenge:

Time delays due to travelling, administration and documentation processes, delays in ordering of stock for customers, and addressing a customer's problem quickly and efficiently.

Lack of visibility of assets in the field, not being able to track such assets and the lack of visibility of the salesmen whereabouts.

Human error in the duplicating of data in SAP and Salesforce.com

Result:

Full mobilisation of a paper based business process

Increased motivation and productivity, with huge time savings, more visibility of assets and salesmen's locations and the ability to address a customer's concern immediately.

Business Benefits

- **Visibility** of assets in the field
- GPS Integration
- Saved thousands of costs in **document storage**
- Visibility of salesmen whereabouts
- **Brand integrity**
- Increased salesforce **motivation**
- Expense and time **reduction** in administration and travel costs
- Ability to address a **customers need immediately** on site
- Increased **customer satisfaction**
- Data posted to both SAP and Salesforce.com **without duplication**

Solution delivered:

Salesforce automation application that mobilised field service and sales force, giving them the competitive advantage, reducing costs and hours and improved customer relations.

Service:

Sales force

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Atajo™

Over and above:

Full off-line capabilities

Fully integrated into both SAP and Salesforce.com

Scanning Capabilities

Operational support

System and business analytics

Transactional visibility to PenBev, the technicians, salesforce and support teams

PDF report forwarding to client, head office, line management and storage database

Customisable to the business

GPS Tracking

