

Advantage Smollan

Providing consistent salesforce solutions for a global group

About Advantage Smollan

Advantage Smollan helps brands and retailers win at the point of purchase. It is a global provider of outsourced sales and marketing solutions for retailers and consumer goods companies.

“

CACI is an integral part of our technology environment for field execution and supports us in delivering efficient solutions for our clients

”



Highlights

- Field force solution that enables consistency across global markets
- CACI integral to success
- Helping deliver industry leading ROI
- Frequent updates of the call-file is key
- Important part of the tech environment helping us deliver up-to 98% promotional compliance
- Consistent coverage of all geographies enabling multi-market projects

The challenge: Create technology support for the core service, which is consistent across markets

Advantage Smollan had a challenge. While it was seeing great success with its owned Europe-wide model many of these companies had brought their own ways of working and legacy technology with them when acquired by the group.

Tic Nica, Advantage Smollan's Head of Customer Technology Europe explains: "We have companies across 12 countries, each of them very successful in what they do, but each working in a slightly different way, using different tools. We needed consistency in what we deliver and measure across the group, to best leverage the geographical footprint.

"We assessed a range of solutions and considered which was best able to support us in each of the markets consistently. CACI had been working with the UK business for 15 years and was hands down the best organisation for the group."

The solution: Instrumental part of the Technology stack for improving ROI

Working with the Advantage Smollan team, CACI implemented its InSite FieldForce and CallSmart solutions to help optimise sales territories and staffing resources.

"To know when and how to visit stores is critical, as is the speed at which we are able to react to the latest data. CACI processes the data to ensure sales calls can be updated overnight and optimises routes dynamically making sure we visit those stores that have the highest sales potential," says Tic.

"Each market is unique and there can be big differences between the specific challenges they need to solve. CACI's success is in helping us address challenges whatever they are while delivering consistent approach for the customers.

"In one case, involving a fixed field force team of around 35, we had 20,000 stores to visit, and needed to reach as many stores as possible within a working day and drive KPIs. The challenge was how much could we cover with limited resources in order to maximise value.

"As part of our tech stack CACI has helped us achieve our ROI targets regularly, enabling us to do business with customers based on performance and winning business by proving that we can identify the single most efficient way to deploy field force."

The results: Maximizing promotional compliance

“Our use of CACI tools is critical. You can't do this type of work in a competitive market anywhere in Western Europe without having a tool like this in your tech toolkit. You are not going to be efficient.” says Tic.

“We are investing a lot in data as a company and trying to move towards dynamic qualifying to ensure we are visiting the right stores where our teams will make the most sales. To understand how much we can influence store decisions we rely on data to tell us where we can have most impact.

“In projects like those where we achieve 98% promotional compliance, we must extract all efficiency improvement from every single tool in our technology stack, and CACI is an integral part of it.

“We pass more value to customers and win work more easily by proving we can provide the single most efficient way of deploying field force. It's not just about the route - it's about distributing the right amount of the right resource in the right places – and to do this whatever the challenge is while being consistent across many markets.”

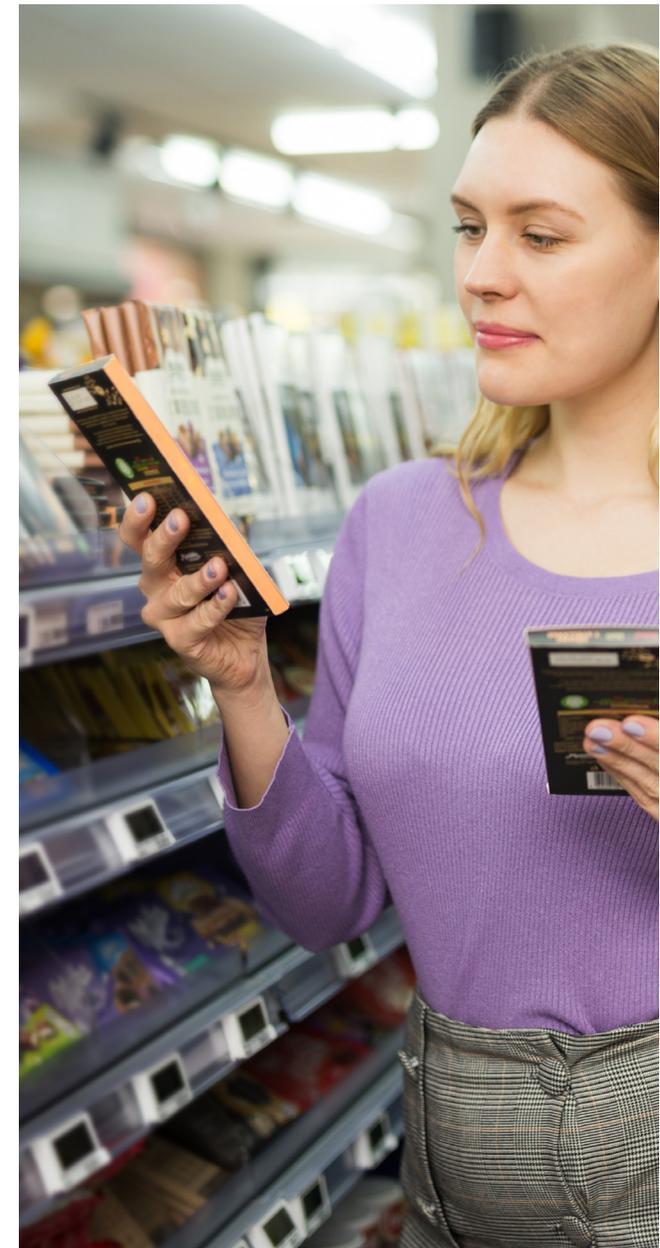
The benefits: Rollout across European markets

Advantage Smollan is so pleased with CACI's InSite FieldForce and CallSmart solutions that it has introduced CACI to its international partners. “It will be interesting to see how its solutions work in emerging as well as developed markets,” says Tic.

“We also hope to expand the use of CACI solutions across all of our European companies by the end of next year, migrating all markets to the same field sales approach. By enabling consistency across our global markets, we can use group-wide KPIs and create benchmarks, which will help us focus on the stores we need to.

“It enables confidence in front of the customer and for us to make the promise to our customers to maximise sales efficiency and provide a consistent ROI, despite dealing with different challenges.

“We can prove we can deliver the most efficient way of distributing salesforce. This is a very strong and compelling proposition – and to do that consistently across Europe is a proposition not many companies can make.”



If you'd like to learn more about InSite FieldForce, or would like to talk about your own needs, **get in touch with one of our experts.**