



## **Vector Sales Solutions Achieves 39% Sales Growth With JustEnough Mobile SFA**

### **Industry**

Consumer Packaged Goods Distribution

### **Challenges**

Vector is known for maintaining high in-store product management standards. But lacking measurement tools meant that the company's brand principals often focused solely on negative occurrences, such as temporary out-of-stocks or insufficient visibility at the shelf level. Vector needed a centrally accessible, automated solution that would provide storewide, cross-functional and cross-company visibility into how each product is performing in the stores at any given time. Additionally, Vector needed a solution to manage the distributed field-marketer workforce.

### **Solution**

JustEnough Mobile Sales Force Automation

### **Results**

- Achieved an 11 percent improvement in key sales driver measures, which was linked to 39 percent increase in sales for the same period
- Reduced store review times from two hours to 45 minutes
- Established quantifiable and objective sales measurements that are available in real time
- Gained company-wide visibility into key sales driver performance

Vector Sales Solutions provides retail execution, merchandising services and in-store product management for leading food and food-related retail businesses in South Africa. This means ensuring optimal product availability, stock levels, presentation and pricing standards for brand owners that include Rainbow, I&J and McCain. Since these companies offer South Africans a variety of fresh and frozen food products, Vector prides itself in being one of only a few providers in the country that offers multi-temperature distribution and in-store logistics capabilities.

Vector's in-store services division has a widely distributed team of 80-plus regional and area managers. These managers oversee more than

400 field-marketing associates who travel to widely dispersed stores throughout South Africa on a daily basis. Having so many field marketers and merchandisers in the field requires that Vector's management team spend the majority of its time providing support for these remotely based associates. Store reviews are conducted using a structured process to evaluate performance of the key factors that drive sales. This process is applied as a store compliance measure and also gauges how well Vector's field marketing workforce is performing their store-management tasks.

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brand principals often focused solely on negative occurrences, such as temporary out-of-stocks or insufficient visibility at the shelf level. Vector needed a centrally accessible, automated solution that would provide storewide, cross-functional and cross-company visibility into how each product is performing in the stores at any given time. Additionally, Vector needed a solution to manage the distributed field-marketer workforce. The ideal solution would also offer immediate and dynamic market intelligence without the need to collate, capture and interpret the data.



“In order to meet our business goals, we sought a business solution that could help us objectively measure and drive better sales performance by giving us real-time visibility into every aspect of workforce productivity and efficiency, product management and customer service in stores,” said Hannes Viljoen, Vector’s general manager.

## Pioneering the Use of Mobile Solutions

Vector was among the early adopters of mobile solutions in South Africa. In 2005, the company set its sights on JustEnough Mobile Sales Force Automation for its ability to remove subjectivity from the performance evaluation process. Vector liked that the solution applies a universal framework for measuring the plan against set targets, as well as the fact that it is designed with the specific needs of consumer packaged goods companies in mind.

Vector followed a structured roadmap to ensure a smooth implementation. The company incrementally added layers of JustEnough Mobile SFA functionality to the business. This phased approach ensured

successful user adoption and training. Within the first six months of the rollout, Vector and its brand owners had access to a centralized dashboard of key sales drivers.

“With JustEnough Mobile SFA, we now have access to performance data that can help us hone in on very specific and actionable performance gaps,” Viljoen said. “We can then take immediate action to give our workforce all the tools and support they need to maximize sales. We pass that transparent view of performance on to our brand owners, and that’s helped improve our relationships with them tremendously.”

JustEnough Mobile SFA swiftly delivered bottom-line benefits following deployment.

“Within four months, we established quantifiable and objective sales measurements that were available in real time. Improvement in key sales driver performance led to exceptional growth in sales over the evaluation period,” Viljoen explained. “Our brand principals also appreciated the objective-based review of store compliance. The mobile scorecard following store reviews rapidly became a mechanism to drive discussion between account managers and store managers to further improve performance.”

## Coordinating In-Store Logistics

JustEnough Mobile SFA automates the calculation of customer service level requirements. It also matches outlet information, segmentation and profiling data from the field with sales team information. This helps align people with outlet service plans and service-level requirements while putting the focus on key sales drivers and ensuring service level compliance at sales sites. Data collected during store reviews is then linked with information from operations, routes, historical sales and ordering patterns to improve operational efficiency of the mobile workforce. Ultimately, this helps Vector align call schedules and service plans with activities that drive increased sales.

Vector’s field marketers use information generated by the Mobile SFA solution to better manage inventory, ordering, storage and on-shelf product management from the storeroom onto retail shelves and product displays. They also ensure that products on the shelf meet presentation standards and are priced to sell. Area and regional sales managers then review predetermined store performance indicators, negotiate with store personnel and report results back to brand principals and others at their head office.

Additionally, JustEnough Mobile SFA makes it easy for Vector to structure store reviews and sales execution surveys that guide in-store review

processes, making calls more efficient and ensuring common standards for retail execution.

"JustEnough immediately helped us increase efficiency by reducing the time needed to complete outlet reviews in key accounts from two hours to 45 minutes – even during the first few times we performed this function," said Nico Venter, Vector's project analyst.

## Focusing Attention Where It Matters Most

With JustEnough Mobile SFA, dashboards, pivot reports and map analytics, key sales drivers are projected across the organization – as well as into Vector's brand principals office environments. Each stakeholder receives customized views that focus on their function and area of interest.

"As a result, each of our brand principals gained a real-time view of the performance of their key sales drivers, along with top-five priority identification to guide their attention to where it matters most," Viljoen said. "With JustEnough automating which key sales drivers have the highest impact on brands, we now have the ability to effectively direct communication to all of our stakeholders. For example, stock shortages in the supply chain may result from a loss of display share on the shelf. We can immediately see where the breakdown is occurring and take remedial action by using alternative products to protect our hard-earned shelf space until stock levels return to normal."

Viljoen concluded, "In one year, we realized an 11 percent improvement in key sales drivers, which corresponded with a 39 percent increase in sales for the same period. We are very pleased with the outcome of using JustEnough Mobile SFA. In 2010, we extended our use of the solution to all of our field-based marketers with a module designed specifically around their role. This will increase the value of our in-store intelligence exponentially and position Vector far and above its competitors in terms of our ability to understand and act rapidly on real-time information."



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### About JustEnough

Founded in 1994, JustEnough is a global leader in Demand Management solutions. JustEnough services more than 500 of the world's leading brands including Allocation and Replenishment of inventory at **Kenneth Cole**, Merchandise and Assortment Planning at **Levi Strauss**, Sales Forecasting at **Kraft Foods**, Inventory Planning for **IDS Group (Li & Fung)** and **Nissan**, and Mobile Sales Force Automation at **SAB Miller**, **Cadbury** and **Heineken**.

**OnCloud**, **OnSite** and **OnMobile**, JustEnough's Demand Management solutions help retailers, distributors and brand owners to forecast their customer demand, plan their assortments, allocations and inventory, shape their demand and then execute on those plans. JustEnough is headquartered in the United States with offices worldwide. Learn more at [www.justenough.com](http://www.justenough.com).