

Technology Dialogue – Case Study

“Turning a Profit Drainer into a Profit Center by Implementing CRM”

The Problem:

One of the largest packaged snack companies in the world looked to Dialogue Marketing for some help in developing an efficient, cost effective distribution system for their smaller accounts. For years, local and mom-and-pop convenience stores would call their regional sales reps to re-stock snack products for them. Then, large distribution trucks would stop among their normal routes to make these small deliveries. The process was time-consuming, expensive, and cumbersome. The operation was losing significant money, but it was the only way our client could maintain a brand presence in smaller, local stores. That is, until they partnered with Dialogue Marketing.

The Solution:

Dialogue Marketing personnel developed a custom application and participated in the launch of the program. In addition, processes have been developed to implement, manage, and grow the service offerings provided by our client, including:

- New Account Welcome Calls
- Outbound Program Introduction
- Inbound Service Calls
- Order Processing
- Sales Implementation
- Integration with Multiple Distribution Centers
- Account Management and Customer Service

The Results:

With Dialogue Marketing has helped turn a profit drainer into a profit center for our client, while reducing delivery costs and increasing capacity for Tier 1 and Tier 2 accounts. Account growth in markets with the program has exceeded those in other markets and is showing positive growth where those yet to implement the program are continuing to see a decrease in account activity.

