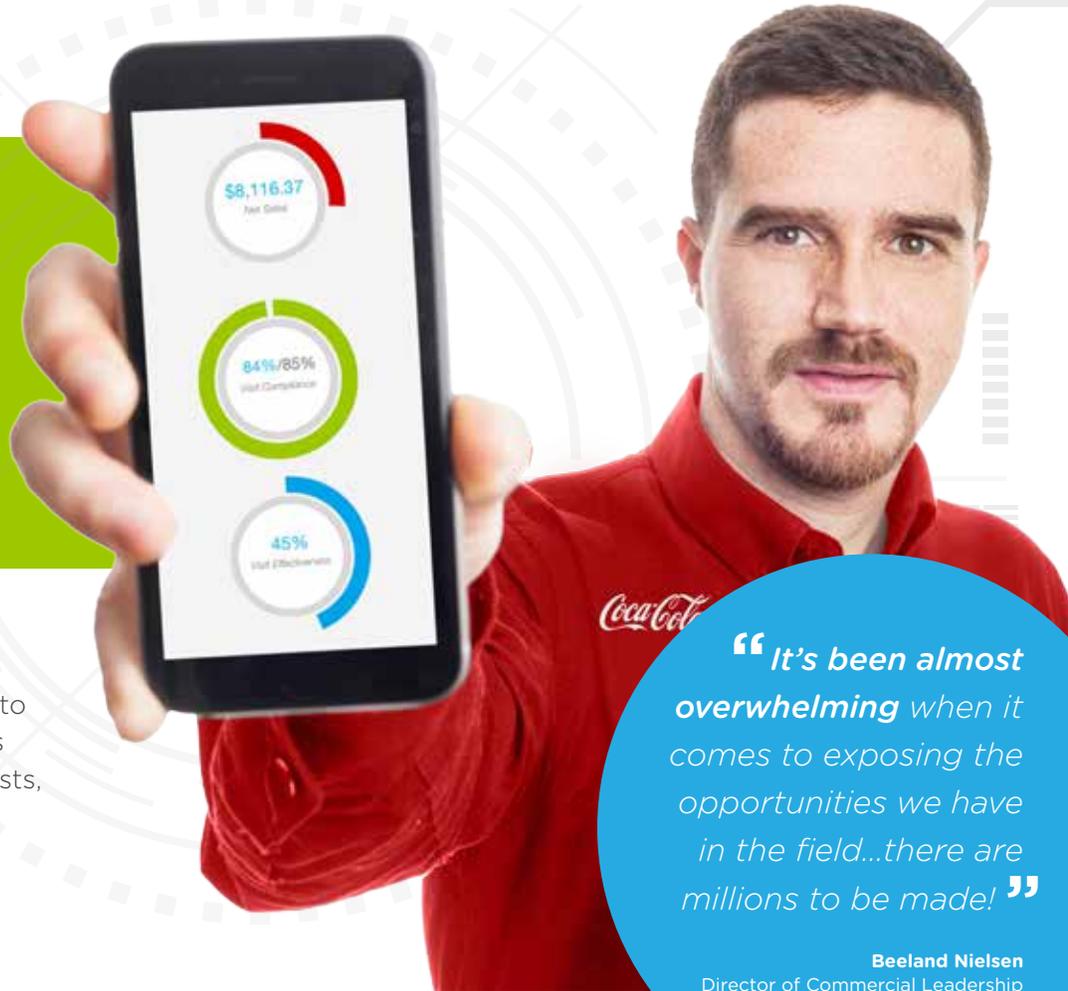


## How Spring Helped Coca-Cola Bottlers Significantly Increase Field Team Productivity

Spring Mobile Solutions was chosen to help major **Coca-Cola Bottlers** across North America reduce operational costs, increase workforce efficiency and drive revenue growth.



*“It’s been almost overwhelming when it comes to exposing the opportunities we have in the field...there are millions to be made!”*

**Beeland Nielsen**  
Director of Commercial Leadership  
Coca-Cola Bottling Company United



**130+**  
**YEARS**

Coca-Cola was first created in 1886.



It is the most widely distributed product on the planet.



It is the second most understood term in the world (after OK).

**500+**  
**BRANDS**

The Coca-Cola family includes more than 3,500 different beverages.



401 Coke beverages are consumed by the average American each year.



The Coca-Cola Company works with licensed bottlers that distribute Coke products to their respective territories. Spring teamed up with Coke One North America (CONA) to provide some of the largest US-based Coca-Cola Bottlers (representing 90% of the U.S. market) with a common mobile field application.



“ We needed a **solution** and a **partner with the sophistication** to meet today’s needs and the **agility to grow with us**. **Spring has delivered.**”

Terrence Gee  
CIO  
Coca-Cola Beverages Florida



## Coke’s Challenge

Major Coca-Cola Bottlers across North America were held back by a legacy field-management solution that was antiquated and slow, plus required ruggedized PCs that were heavy and expensive.

Field reps experienced frequent syncing and integration issues, leaving them without the critical information they needed to complete store visits efficiently and build trusted relationships with local retailers. They also found the user interface of their old solution to be cumbersome and confusing, which often caused them to skip important steps in the sales process. Worst of all, managers could only access limited insights into field activities, which gave them almost no oversight over their reps.

With their old mobile field solution, these Coca-Cola Bottlers consistently struggled with:

- A high volume of support tickets
- Significant user dissatisfaction
- A high total cost of ownership
- Poor solution architecture and scalability

## Must Haves

The new solution needed to:

- Achieve buy-in from 9 regional bottlers
- Meet different bottler requirements
- Support nuanced processes for each bottler
- Allow for scalability to over 20,000 users

## Business Goals

In an effort to find a better solution, nine of the largest North American Coca-Cola Bottlers worked with CONA Services, the IT group within The Coca-Cola System that is responsible for finding and vetting technology partners. The Bottlers wanted their field reps to be able to focus more on strategic selling. In identifying a new solution, **CONA wanted to provide:**



**A vastly improved user experience that would enable reps to become consultative sellers instead of just order takers.**



**Real-time insights to enable field reps to sell more effectively and managers to coach field team activities more closely.**



**Improved selling processes to help field reps uncover missed opportunities and focus on higher-value activities.**



## Spring's Solution

The Spring mobile field app offered a way for Coca-Cola Bottlers to quickly deploy a solution that would address their biggest challenges without the need for extensive customization.

Spring's primary benefits included:

- **'True Offline' functionality** (so reps could operate effectively, even without a WiFi connection)
- **Immediate, out-of-the-box operability** without the need for elaborate reconfiguration
- **Advanced syncing and data-replication** (that reps don't even notice)
- **Simple integration** with Coca-Cola Bottlers' existing applications and databases

## An Out-of-the-Box Success

It took Coca-Cola Bottlers just three months to begin rolling out the Spring solution. Here are just a few of the benefits they began to see right away:

- Minimal training was needed due to Spring's highly intuitive interface
- Reps became far more efficient and could easily access valuable selling insights
- Orders taken offline synced seamlessly with SAP as soon as reps went back online
- Reps preferred their new (more affordable) lightweight mobile devices

## Improvements Coca-Cola Bottlers Have Reported

**35% decrease  
in order entry time<sup>1</sup>**

Reps are saving an average of 9 minutes per store, which gives them an extra 1.5 hours per day for strategic selling.

**30% increase  
in order accuracy<sup>2</sup>**

Reps can now better forecast and suggest orders during store visits.

**80% decrease  
in field equipment cost<sup>1</sup>**

Previous hardware cost \$3,000 per unit. New lightweight mobile devices cost \$600 per unit.

**95% decrease  
in data sync time<sup>1</sup>**

The legacy solution required two hours to sync, whereas the Spring solution syncs without users even noticing in just minutes.

**50-80% decrease  
in field rep training time<sup>3</sup>**

Training time was reduced to just 4 to 8 hours.

<sup>1</sup> Coca-Cola Bottling Company United

<sup>2</sup> Swire Coca-Cola, USA

<sup>3</sup> Coca-Cola Bottling Company United, Coca-Cola Beverages Florida





## The Results

The Spring app has had a significant impact on Coca-Cola Bottlers' field activities. Since implementing the Spring solution, head offices have seen substantial time savings and greater visibility into field activities. Managers have been able to address critical field issues with **targeted coaching**, resulting in **improved sales performance, greater productivity and increased revenue**.

Spring's **modern and intuitive** user interface has also had a profound impact on field rep productivity. Field reps now have easier access to critical sales information, resulting in more efficient store visits. This has prompted significant time savings along with field **reps prioritizing sales over order taking**.

Spring has facilitated:

- **Increased field productivity**, resulting in **less order-taking time and more selling**
- **Increased ability to influence outlet-level dialog** with store managers
- **Increased use of suggestive selling techniques** thanks to easy-to-access 'Picture of Success' documents and store sales metrics

These improvements are all helping Coca-Cola Bottlers to **drive revenue growth**. Because reps now have easy access to important retail metrics (e.g., drain, growth areas and specific product sales), they are becoming more efficient and consultative in the field, thereby increasing sales.

*“ Spring has revolutionized our go-to-market strategy. We've heard nothing but positive reviews from our sales reps. They absolutely love this tool! ”*

**Adrian Pete Hernandez**  
Director of Sales Capabilities  
Swire Coca-Cola, USA



Spring ([www.springglobal.com](http://www.springglobal.com)) offers easy-to-configure, cloud-based mobile apps that help consumer goods companies increase field-team productivity and grow sales revenue. Spring offers consumer goods companies an out-of-the-box solution that they can deploy quickly with 'true offline' functionality and all of the innovative features they are looking for.



Coke One North America or CONA ([www.conaservices.com](http://www.conaservices.com)) equips Coca-Cola Bottlers with the state-of-the-art technology they need to offer superior service to their customers. By defining a common set of processes, standards and solutions, CONA helps Coca-Cola Bottlers across North America drive business innovation and achieve a superior customer experience.

Find out more about how Spring helps consumer goods companies quickly grow market share and dramatically increase sales revenues. **Contact us today!**