

Trax Retail Execution

Coca-Cola Amatil



Coca-Cola Amatil gained 1.3% market share within five months and was listed in Australia's BRW Magazine, 50 Most Innovative Companies in 2014.



1.3%
Increased market share

Barry Simpson
Chief Information Officer, Coca-Cola Amatil



Eyes in the Store

Previously, Coca-Cola Amatil (CCA) relied on manual tools to help their field force audit their products in the store. The results collected were often dated, limited in measurements and inaccurate due to manual inputs. Similarly, CCA's telesales reps had even poorer visibility as they depended on over-the-phone updates for their in-store information. CCA needed a solution that was accurate, real-time and provided them eyes into the store.

By integrating Trax's retail execution solution, CCA's field and telesales reps were finally getting an accurate understanding of what was happening in the outlet. With real-time images of their coolers, sales reps could immediately identify any performance gaps and apply corrective actions in the store. In addition, reports on shelf share and competitive insights enabled them to drive real category opportunities in the store and over the phone with store managers.

Customer benefits:

- Accurate, real-time data and store images for field and telesales reps
- Insights for more effective sales calls and increase revenues in the store
- Insights for gains in shelf share
- Unbiased and transparent view of shelf conditions

For more information email:
info@traxretail.com