



# How one of the largest Coca-Cola bottlers in the United States has bridged the gap between Delivery Trucks and Field Merchandisers to **eliminate dead time.**

Improving **efficiency** by providing delivery truck route visibility, progress, and delivery execution to over 6,000 users enterprise wide.

Coca-Cola Consolidated make, sell, and distribute beverages of The Coca-Cola Company and partner companies across 14 states and the District of Columbia.

In 2016 Consolidated deployed Spring's Merchandising platform to address stability and enable collaboration between Field Sales and Merchandisers. The platform provided prescriptive activities for Merchandisers tailored to the requirements of each store. Once stability between Sales and Merchandising was achieved, they identified an opportunity for efficiency gains by providing enhanced visibility into delivery status at each store.

As a result of the outstanding partnership and benefits realized, they reached out to Spring Global to design a solution that integrated delivery status into the merchandising app so merchandisers could meet the truck at the point of delivery at the right time.

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Spring presented Coca-Cola Consolidated with an **intelligent** and **highly-connected** field mobile solution that could be quickly deployed across the enterprise. The solution connected the Truck and Merchandisers by providing:

- Merchandisers with full visibility into the route plan and route progress.
- Real time alerts if the route plan changes and updated ETA's.
- Notifications of when a delivery of concern has been made.
- Alerts of delays that may have occurred.

*"Spring's truck visibility solution **resolved the issue of dead time**, we have a lot of people trying to meet delivery trucks at a certain time, particularly in large stores. In the past the Merchandiser did not know if the delivery truck would be here in 5 minutes or 5 hours, but the Merchandiser would still have to wait. Now the Merchandiser knows exactly when the truck will turn up so they can reallocate time elsewhere if the truck was delayed."* Shawn Hodges, Coca-Cola, Consolidated.

With Spring Global Coca-Cola Consolidated benefited from:

- Highly connected truck Drivers and Merchandisers.
- Efficiencies through the reduction of dead time.
- Strong collaboration with a dedicated Technical Manager and premium support.
- Fast deployment.

Coca-Cola Consolidated witnessed **additional benefits** of the Spring Global Platform which included enhanced collaboration between Sales Reps and Merchandisers through streamlined real-time data.

Spring Global's mobile dashboard consolidates and streamlines large amounts of customer data into a single source of truth providing field teams with a 360° view of the customer.

With this level of visibility, Coca-Cola Consolidated can ensure that instore orders are accurate even when Sales Reps are on vacation. Both the Sales Rep and Merchandiser can interact with sales orders through Spring's solution. Ahead of the Sales reps vacation they write an order in the system. The Merchandiser then follows up at the store ahead of the delivery day and updates the order to reflect the accurate quantities required. This helps to avoid out-of-stocks caused by unanticipated demands.

During times of staffing shortages, especially during the Covid-19 pandemic, Coca-Cola Consolidated were able to leverage the flexibility of the Spring solution and the intelligence of the draft orders that were pushed out to the Merchandiser, who could make any last-minute edits that were necessary. During the CDL driver shortage, they were able to refocus driver merchandisers who were servicing convenience stores to be pure drivers. They leveraged the efficiency gains from the delivery visibility solution to have merchandisers follow the truck driver and merchandise the product for them. This enabled CDL drivers to keep trucks moving to meet market demand.

