

Customer Success Story



Offline store visit execution

Most stores KraftHeinz reps visit have no WiFi connection. So having Offline access to important information like Stores, Products, Checks, Sales Opportunities and Merchandising Objectives was a crucial requirement for the store visit execution process. Pulsar's offline sync engine enables the rep to complete the entire process while offline.

Running business process rules offline

The store execution process follows very strict business process rules when the reps complete priorities of the week, attempt active merchandising opportunities or run a check reconciliation process. KraftHeinz needed this logic to be able to run completely offline. Pulsar's rules engine was able to deliver this very complex requirement.

Custom UI for store analytics

Using Pulsar's HTML/Javascript API, they have created custom UI screens for running sales analytics. Reps run these reports to analyze sales performance of products and strategize with the store manager about future stocking needs/trends. This is also an important tool to claim and defend prominent display space in the store.

Company Description

The Kraft Heinz Company (NASDAQ: KHC) is the fifth-largest food and beverage company in the world. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company's iconic brands include Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Weight Watchers Smart Ones and Velveeta.



Industry
CPG



Size
~40,000



Customer Since
2014