



Customer Stories

# How We Helped Coca-Cola-CCI to Transform Digitally within Salesforce

# Client

As a multinational beverage company and the sixth-largest bottler in the Coca-Cola system, CCI produces, distributes, and sells sparkling and still beverages of The Coca-Cola Company (TCCC) across Turkey, Pakistan, Kazakhstan, Azerbaijan, Kyrgyzstan, Turkmenistan, Jordan, Iraq, Syria, and Tajikistan.

Being one of the leading FMCG companies across the market, CCI distributes and sells sparkling and still beverages of The Coca-Cola Company, offering a wide range of beverages to a consumer base of 400 million.

CCI's shares are traded on the Istanbul Stock Exchange (BIST) under the symbol "CCOLA.IS", and Eurobond is traded in the Irish Stock Exchange, under the symbol "CCOLAT."



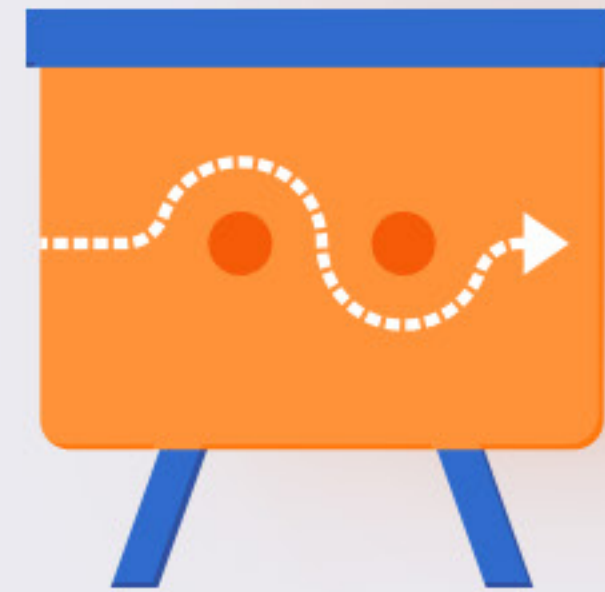
# Their Challenges

Within their vast operational environment, CCI had many other challenges like merchandising management and gathering required information on several sales locations.

CCI's management team was aware of the needed custom mobile apps for delivering continuous innovation and perfect retail execution experience.



# Our Solution



In order to help them meet their business requirement both internally and externally, we developed custom mobile apps within the Salesforce platform to build, schedule, and monitor field team activities in real-time.

- CII Zoom app for field execution
- CCI'm app for internal management.
- CCI PoD app for better delivery management



# The Results

Proved with ultimate success



# Perfect field execution with CII Zoom App:

- ✔ It is working independently on both iOS and Android.
- ✔ The manual processes were eliminated.
- ✔ Sales performance was boosted with better analytics and KPI tracking.
- ✔ Root planning was digitized 360 scales.
- ✔ Customer credit risk, PoS, shelf-share, and planogram compliance was no more an issue.
- ✔ All the challenges in stock checking, cooler verifications, and customer evaluation were eliminated.
- ✔ Executives and managers had no concerns about following field activities.
- ✔ The app is now used in 11 countries by 12.000 people with five language options online & offline.
- ✔ Team management has boosted through a live map view, and sales reps now can be informed and rewarded based on their operational effectiveness in terms of their KPIs.
- ✔ Following the closed deals, stats of field execution is now just easy and fast.

THANKS FOR YOUR TIME  
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