



Customer Stories

# How We Helped Pernod Ricard to Deliver Perfect Retail Execution in Turkey

# Client

As the world's second-largest wine and spirits seller, Pernod Ricard is a French company that produces alcoholic beverages.

Pernod Ricard holds one of the most prestigious brand portfolios in the industry: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskeys, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier- Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines.

Pernod Ricard employs around 18,900 people and operates through a decentralized organization, with 6 "Brand Companies" and 86 "Market Companies" established on each key market.

Their 3 key values are an entrepreneurial spirit, mutual trust and a strong sense of ethics. And our business partnership fully aligns with them since 2017.



# Their Challenges

Pernod Ricard's global sales teams use the Salesforce Mobile App to stay connected, and employees use it to post questions and share ideas with management.

However, for operations based in Turkey, they needed a custom mobile app as an extension and Customer 360 for delivering continuous innovation and perfect retail execution experience.



# Our Solution



## We started working with Pernod Ricard Turkey in 2017 and provided such solutions for a 360 scale digitalization as below:

- A custom mobile app within the Salesforce platform for field execution.
- SFI tracking system.
- Enhanced retail analytics and KPI tracking to boost sales performance.
- Digitized root planning & customer-based survey activities.
- Customer credit risk, PoS, shelf-share and planogram compliance checking systems.
- Customer GDPR approval system



# The Results

Proved with ultimate success



## Through a better field execution, Pernod Ricard Turkey saw an increase in visibility into field execution performance in a rapid, cost-effective way through 360 scale digitalization.

- ✔ They increased in unit sales of key SKUs while decreasing the field auditing time which has resulted as a boost in their operational efficiency.
- ✔ They enabled all the advance filters to build strategic root planning for perfect field execution.
- ✔ They achieved an astonishing increase in sales as a result of increased OSA and planogram compliance.
- ✔ Filtering the top 10 selling products per customer and building strategies has never been easy before.

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