

"Compared to other industries, automation in the beverage industry is already high. However, the sales channels are mostly excluded from this." - Böckler study on the beverage industry



Where Potentials fall by the Wayside in the Beverage Industry

The quoted study by the Hans Böckler Foundation underlines what is already well known in the beverage industry: things are going well and yet a lot of sales potential is falling by the wayside due to **complex sales processes and a lack of data transparency** in the support of **food retailers, wholesalers, and HORECA**. The reason is simple: many beverage manufacturers rely on **outdated and isolated systems** that are not connected with other company departments, cause a lot of manual work, and make it difficult, if not impossible to capture and retrieve information.

The Good News: It can be done Better!

An alternative that has proven itself on the market is **Salesforce**, which Gartner has rated as a **leader in sales automation for 14 consecutive years**. A large number of companies in the beverage industry, such as the traditional brewery **Alken-Maes**, strong brands like **Pernod Ricard** and **Innocent**, or even giants like **Coca Cola** and **AB Inbev** work successfully with Salesforce. The solution portfolio covers a wide range of functionalities: from sales management and retail execution to customer service, B2B online shops, and marketing to target the consumer.



Gartner. Leader in the Magic Quadrant for Sales Force Automation - for 14 years in a row

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Manual Labour
Due to a lack of automation, everyday processes often require a large number of manual steps. This is at the expense of the time available for sales activities that increase turnover.

Efficiency through Process Automation
The automation of routine tasks and the provision of standardised functions such as intelligent route planning, smart photo recognition, and sales support at the POS save time and ensure efficiency in sales.

Information Silos
Departments work on the basis of different information and data. Companies are therefore often unable to offer their customers uniform communication at all points of contact. For example, a lack of agreement between customer service and sales has a negative effect on customer relations.

One Platform for Everyone
Departments use the same database and make information centrally available on it. This way, employees have transparent access to the required information - even across departments. This allows for more targeted sales and positively affects customer loyalty.





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No Overview

Neither the sales management nor the KAM or the colleagues in the field service have access to a comprehensive overview of all available customer data. Rather, market key figures, SKU data, and turnover information are located in different systems and usually have to be combined manually.



360 ° View of the Customer

All relevant data is made available on a central user interface. KAM and field service have the same 360 degree view of this at all times and changes are synchronized in real time. The intelligent analysis of the data allows targeted recommendations for action at area, market, and postcode level.

Lack of Flexibility

Existing solutions can often only be adapted with an immense expenditure of time and capital or are only advanced very slowly by the manufacturer. This results in systems that can neither be operated intuitively nor include all of the functions customary in the market.



Customised to fit Perfectly

New functionalities are made available three times a year at no extra cost. Specific processes such as empties management, sales agreements, TPM or POS audits - both online and offline - can be configured individually according to your needs.

The Beginning is Half of the Whole

We would therefore like to invite you to continue the discussion on the basis of the points outlined above. We would be happy to discuss your challenges and provide you with insights into the approaches of other companies in the beverage industry.

Join us in an open discourse and lay the foundation for a successful future! You will benefit from the **market-proven technology based on Salesforce**, supplemented by the **industry expertise of Peak & Peak**.

We look forward to a non-binding exchange of ideas.
Please feel free to contact us!

To bridge the time until we get to know each other, we would like to recommend the following contents to you:

- [Customer Story - Coca-Cola Germany has the perfect customer service formula](#)
- [Customer Story - How Alken-Maes stays dynamic with Salesforce](#)



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