

GRUPA ŻYWIEC

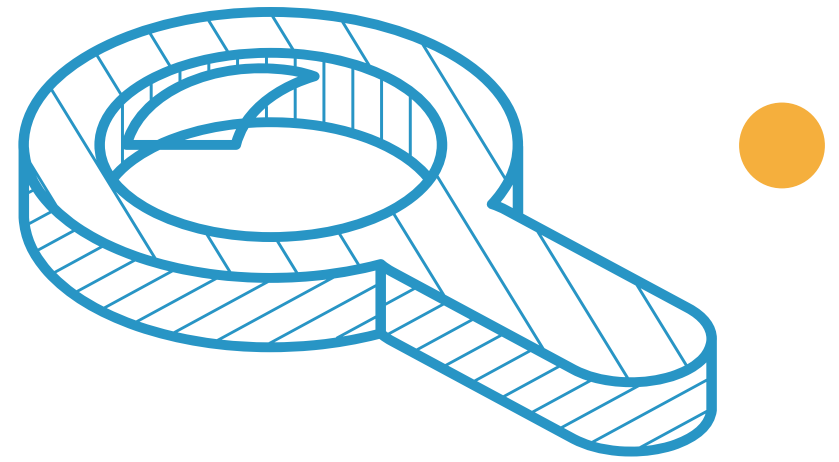
Cloudity

BOOSTS SALES AND CUSTOMER SERVICE

thanks to Salesforce
technology

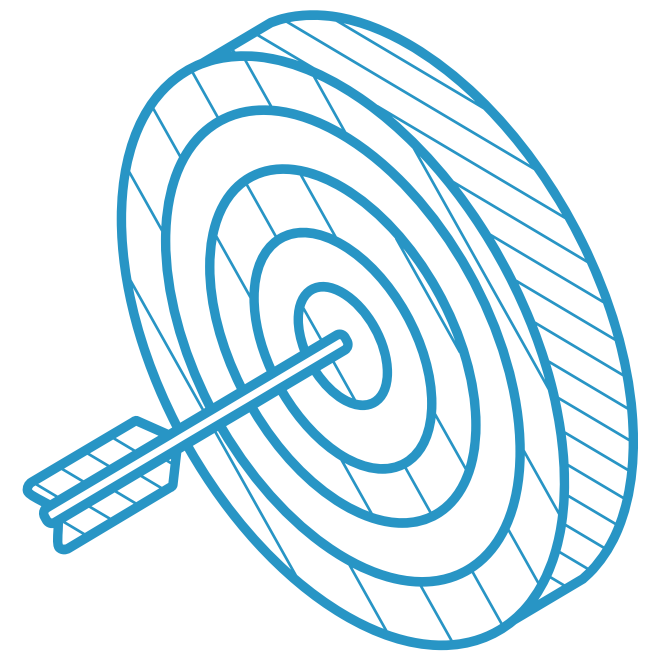


One of the leading beer producers in Poland,
with the most diverse product portfolio on the market
and a leader in innovative beer segments.



THE AIMS OF GRUPA ŻYWIEC INCLUDED:

- # replacing the SFA/CRM system to be able to **flexibly design commercial processes;**
- # starting the process of partial replacement of Grupa Żywiec salespeople with third parties;
- # creating a common system, gamification-based initiatives and loyalty programs for third parties;
- # the willingness to use a single system to reduce the enormous complexity, eliminate errors and simplify the promotion process;
- # leveraging best practices from other FMCG playes – i.a. Heineken OpCos.



THE SCOPE OF THE PROJECT INCLUDED:


- # implementation of **Salesforce Sales Cloud, Service Cloud and Community Cloud;****
- # Master Data Management with **Salesforce Territory Management and Account Management;****
- # integration of **Salesforce** with backend systems: SAP, BI – SDS/Boomi integration;**



KEY BENEFITS FOR GRUPA ŻYWIEC:

- # replacing legacy IT tools in the sales area;**
- # building a foundation for future development of sales activity**
- # implementation of a single platform for multiple departments - 360-degree customer view for Sales, Customer Service, Sales Support, Logistics, Controlling;**
- # simplification of sales processes – increased field service efficiency, business continuity thanks to a modern offline mobile app;**

KEY BENEFITS FOR GRUPA ŻYWIEC:

- # **establishing a solid foundation** for data-driven sales through AI;
 - # **increased revenue by targeting the best deals** to the best stores;
 - # **increased cooperation of sales rep** across digital channels – both internally and externally.
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“Top class professionals with wide experience of Salesforce products, high quality, **perfect communication**. Not only technology partners but also customer success oriented partners. Building a long term **relationship based on trust**”.



Robert Jesionowski
IT Business
Relationship Manager
at Grupa Żywiec



Dominik Ziejewski
Salesforce
Product Owner
at Grupa Żywiec