

FOOD SERVICE MANUFACTURER

CASE STUDY 1

Revolve has been working with a leading Food Service Manufacturer– for just over a year, planning and executing their social media and digital marketing strategies. The Food Service team leverages distributors around North America to sell their products and build their brand. Tasked with an overarching organizational objective – to increase revenue and sell more product through this network, our team reviewed the strategies used to incentivize and educate distributors.

Through analysis of their current technology and process, we discovered their existing system was managed manually via email and spreadsheets. Most importantly, the distributor product education and sales data were disjointed. While a contest was used in the past to reward highest sales revenue, there was little transparency across the sales force around performance, which can play an important motivating role.

Building upon these insights and with the client’s goals and objectives top of mind – Revolve developed a digital strategy for the Food Services group that would help to streamline internal processes and engage distributors.

At the heart of our digital strategy was the concept of Go Long – a year-around contest that would leveraging gamification techniques to incentivize and educate distributors while creating internal efficiencies around the management of this initiative. By developing a mobile-friendly Food Services Dashboard, our client could enable distributors to visually review where they rank against other sellers, understand their individual sales goals, and see the exciting prizes to be won. In addition, the digital dashboard would act as a centralized location where sales teams could learn more about the products they were selling. Our strategy also included a communications plan to create awareness with distributors about new promotions and initiatives coming downstream. As these teams generally sell a variety of products, excitement about their product was important to ensure early buy-in. The minimum viable product (MVP) that was scoped for a short-term implementation recommended an easy approach to manage the dashboard data, but did not include integration with the clients ERP systems. This was identified within our strategy as a future state initiative for the Food Service Manufacturer.

Revolve's Go Long concept and digital strategy became the blueprint for the implementation of the Food Service Dashboard, which we developed and launched for the start of the 2021 sales cycle. Our product implementation team also provided training and support to assist with onboarding and to ensure a seamless adoption of this new technology. Closely following the communications plan, a series of communications templates were created for staff to generate excitement and awareness with their distributors.

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