

SodaStream Boosts Productivity of its Field Sales Staff & Standardizes Field Sales & Merchandising Operations

Company
SodaStream

Industry
Home & Gift, Food & Beverage

Geography
NA, EMEA, APAC

SodaStream implements Pepperi to boost productivity of its field sales staff, gain timely sales insights for smart decision making, and standardize field sales operations.



Overview

SodaStream is the world's leading manufacturer and distributor of Sparkling Water Makers, which enable consumers to easily transform ordinary tap water into sparkling water and flavored sparkling water in seconds. By making ordinary water more exciting and fun to drink, SodaStream helps consumers drink more water. Products are available at more than 70,000 retail stores across 45 countries, including approximately 13,000 retail stores in the United States.

Challenges

- SodaStream needed a single, global-ready B2B sales and retail execution platform to replace the disparate regional CRM systems operated in each of their international markets.
- The solution had to be mobile and able to incorporate all the functions required by the sales force, including order taking, retail merchandising, and direct store deliveries.
- Flexibility was required to continually support the ever-changing requirements of the regional markets.
- The international nature of the business meant multi-language and multi-currency support was essential.



Pepperi's magic lies in its flexibility, which allows us to modify workflows, business rules, and forms quickly and easily – without writing a single line of code.

George Bowley, US IT Director,
SodaStream



Solution

- After a rigorous vendor evaluation process SodaStream selected Pepperi for its unmatched B2B sales functionality – supporting sales reps, merchandisers, route accounting software and staff.
- The SodaStream team was able to set up Pepperi for the US pilot within a couple of weeks and integrate it with their ERP
- The flexibility of the solution meant workflows, business rules, and forms could quickly and easily be modified via a user-friendly interface – no programming knowledge required.
- Pepperi's mobile first solution included offline operation and native deployment to any mobile device – iOS & Android.

Results

- Following a successful pilot, SodaStream deployed Pepperi across the US, Australia and Northern Europe.
- Field teams and managers alike found the solution intuitive and easy to use, reducing on-boarding times and making them efficient and effective in no time.
- Pepperi is being rolled out to the remaining regions, enabling SodaStream to standardize B2B field sales and retail execution across the world.

