

CASE STUDY

GLOBAL FOOD COMPANY: TAKING A BIGGER BITE OF THE MARKET WITH DIGITAL COMMERCE AS A SERVICE

How can a global food company boost sales of its snacks and meals in the digital age? With highly effective and flexible supply chains. With a strategy focused on the digital platforms that consumers are using in their millions. And with a data-driven approach that targets the right customers with the right information.

For one such company operating in the Asia Pacific region, this was proving a challenge. They were being held back by a lack of digital commerce data. And issues in their supply chain meant they could only serve half of the products ordered online. All in all, they needed a complete refresh of their digital commerce strategy – and how it was executed.

HOW WE HELPED

We had just the answer – digital commerce managed as a service. Using this kind of innovative, scalable consumption-based model would free the company to focus on its core business. So, we first helped them identify the key platforms they needed to partner with – such as Coles, Big Basket and Amazon. We worked closely with the business to assess what data they had and what they could share with their partners. We reverse engineered what we could to plug the gaps. And we used that data to adjust advertising budgets and renegotiate trade terms in key marketplaces. Then, we helped them set up a dedicated managed services model with a strategic partner to take care of content optimization and campaign management – and provide the crucial analytics that would drive ever more targeted marketing. And we helped them re-examine their supply chain processing from end to end.

THE RESULT

By adopting an innovative digital-commerce-as-a-service model, this business has seen remarkable results. Their supply chain issues have been minimized. They've expanded to three times the number of platforms across three different countries. In one market, they've seen an extraordinary 1,000 percent increase in sales, albeit from a low starting point. They've boosted their marketing activity to 25 activations a month.



They can drive campaigns 24 hours a day. They've improved their search results by up to 20 percent across different categories. And they've finally got access to the crucial analytics on impressions, click-through rates and basket sizes that can drive better services for their customers. This is a food business that's now ready to take a bigger bite of the global market.

AUTHOR

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