

Serving Customer Needs and Enhancing eCommerce with AI

A case study presented by a leading food distributor.



Growing the Top Line with Digitization



SOURCE: "The Big Digital Fail - Results and Insights of the Global Pricing and Sales Study 2017". Simon Kucher & Partners, September 2017

Customers' expectations have changed - both in how they want to interact with a business and what they expect from them.

In turn, companies are investing in digitalization to transform their business and to attempt to meet these new expectations.

Many find it difficult to achieve their goals while delivering on these lofty expectations. A recent global pricing and sales study showed that most companies expect their digitalization investments to result in top-line revenue growth and return on investment, but only 23% have actually realized the intended results.

Leading Food Distributor Path to Digital Transformation

Objective:

Grow a strong business through a digital-first, customer-focused marketplace, with the support of the entire organization.



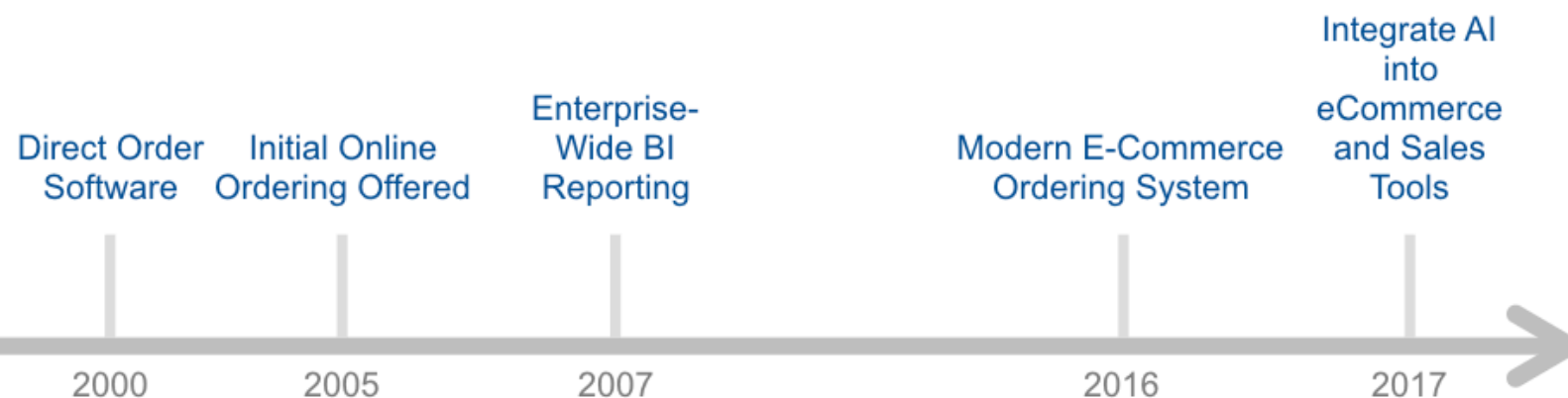
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A leading food service distributor recognized the need to transform their business to serve their customers “the way the customer wanted to be served.” This meant implementing a B2C-like experience for their B2B customers.

They recognized digital transformation was more than a new website or selling products online, but rather a strategic and cultural shift in how they do business.

They wanted to ensure the success of their efforts, and that’s why they chose to partner with Zilliant.

Path to Digital Commerce



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Over the past two decades, the company rolled out new systems to improve the customer relationship ranging from locally-installed, direct-order software to business intelligence software to enable the entire sales organization.

In 2016, they introduced a modern, self-service, eCommerce platform to improve the online and off-line customer experience.

As more business moved to their online channel, they quickly identified a pricing gap as sales was less involved in the actual negotiation and price setting. This led them to work with Zilliant.

Zilliant Diagnostic Uncovered Opportunities

Objectives 	Challenges 	Observations 
▪ Grow margins ▪ Expand into new geographic markets ▪ Enable sales reps through science-based guidance ▪ Shift orders to E-Commerce	▪ Increased margin pressure ▪ Competition ▪ Changing operator behavior	▪ Too many decisions, not enough time ▪ Rule-of-thumb pricing ▪ Low visibility to pricing strategy for certain items

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During the initial engagement, Zilliant led the company through a consultative diagnostic that both quantitatively and qualitatively assessed issues and opportunities.

Through close partnership, they identified achievable objectives, challenges to account for, and observations that would be addressed with the Zilliant solution.

While the company initially perceived pricing as the primary issue, the diagnostic helped them to identify additional opportunities to address sales rep productivity and a better, more intelligent eCommerce experience.

Why They Chose Zilliant



Worked with us to
fully understand our
business



Solid business case
and proven track
record of success



Highly recommended
by a partner and
peer company

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The company chose to partner with Zilliant to ensure their digital-transformation success for three primary reasons:

1. A strong understanding of the customer's business
2. Extensive expertise and confidence in the solution to deliver business results
3. Highly recommended by a peer company

Based on these factors, Zilliant demonstrated their leadership in implementing AI-based solutions that drives profitable growth for distributors.

Envisioning the Future State

What if an expert Sales Analyst...



...could evaluate every customer relationship, every day and recommend action?

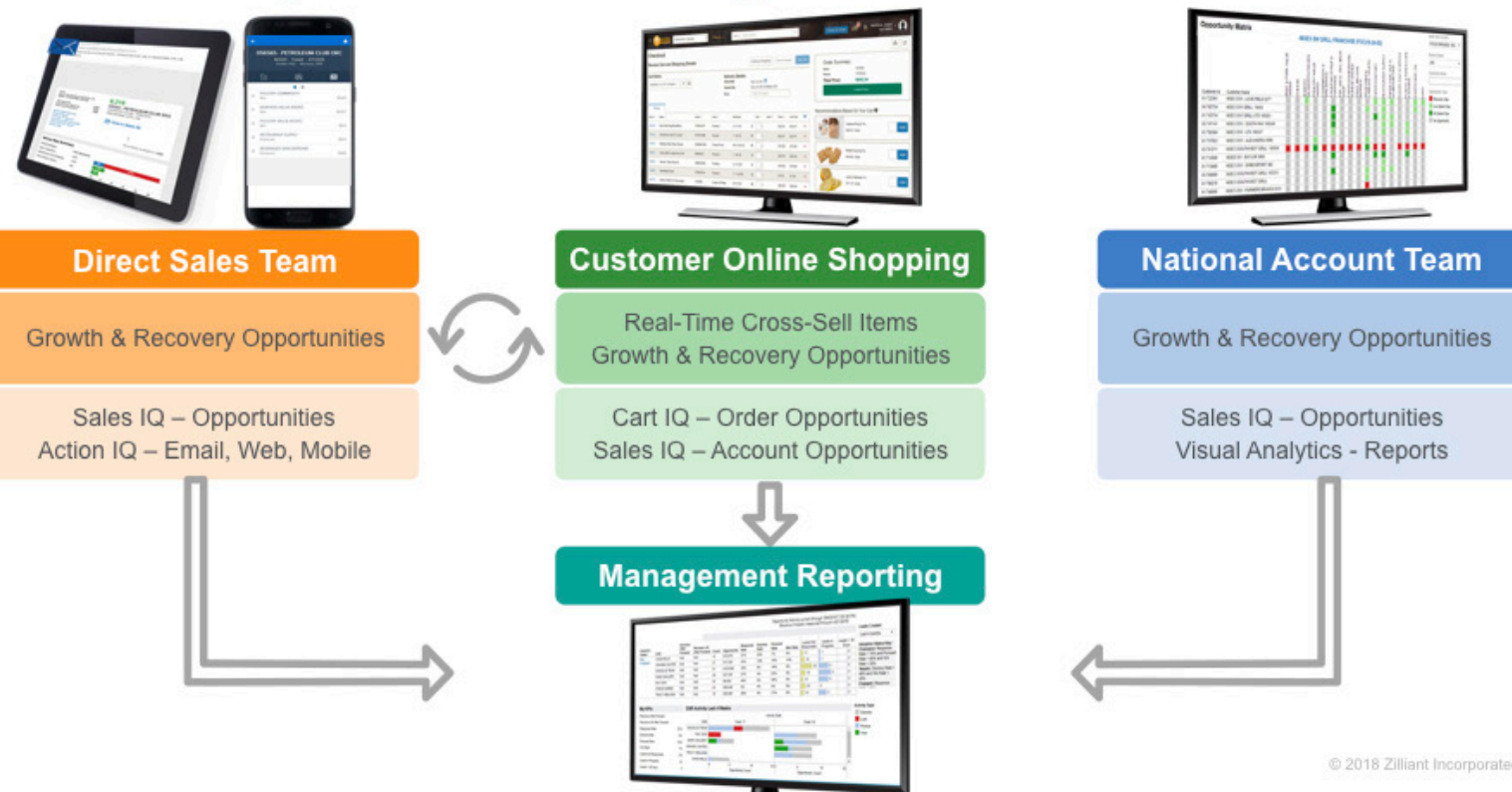
How could that impact revenue, profit and margin?

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With Zilliant's help, the company began communicating a future state where all sales activities and customer touchpoints were informed by an expert analyst that created optimal value.

Internal messaging focused on the benefits to the sales reps because of how Zilliant's AI complemented the sellers' activity.

Delivering Actionable Insights Across the Business

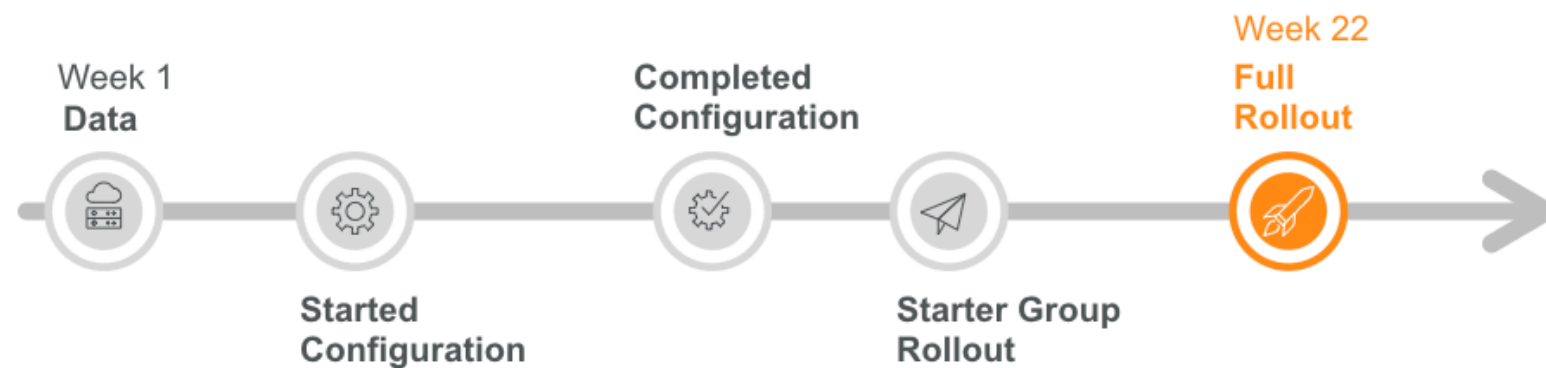


The company worked closely with Zilliant teams to implement a solution to help them achieve their objectives.

The solution delivered actionable intelligence to three primary channels including the company's direct sales team, eCommerce channel, and national account teams.

The solution used Zilliant's AI to identify real-time sales and eCommerce opportunities that would maximize every transaction and grow all customer accounts. To drive adoption, the AI guidance was seamlessly delivered into the systems and processes that sales and customers used daily.

From Raw Data to Actionable Intelligence



- Data to initial Actionable Intelligence deployed in four months
- Sales IQ, Action IQ and Cart IQ workstreams in parallel
- Delivered on time and below budget

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Within four months of the initial transfer of data, the company deployed actionable intelligence to the market.

The initial deployment delivered guidance to all three sales channels, and was delivered on time and below budget.

Early Results and Observations

What We Expect

- Expect larger average order sizes
- Shift more business toward E-Commerce, allowing sales reps to be more consultative

What We're Hearing So Far

- "The information is relevant and accurate."
- "The information will make us better by addressing specific opportunities for both recovery and growth."
- "I was impressed with Zilliant in the beginning, even more so now."

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It was important that the company's investment in digitalization delivered top-line impact by enabling a better online experience and facilitating more valuable conversations for their sales reps.

Through strong change management and communication, they facilitated a successful rollout to their organization of 500 experienced, sales reps.

Tips to Address E-Commerce in B2B



Act Before It's
Too Late



Understand the
Problem You're
Trying to Solve



And for Who You're
Trying to Solve It

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When asked what tips they would share for other companies in B2B considering eCommerce, they encouraged deliberate action.

As customer expectations continue to change across B2B industries, companies that move first set themselves up to gain market share and a competitive edge.

Make sure you truly understand the problem and your customers. And quantify the opportunity, otherwise risk joining the rank of companies unable to deliver top-line revenue from their digital initiatives.

About Zilliant

Zilliant helps B2B enterprises turn data into actionable intelligence that accelerates profitable growth. The Zilliant IQ Platform uses AI to deliver actionable, real-time sales and pricing intelligence for traditional and digital channels, so you can maximize the immediate value of every transaction – and the lifetime value of every customer. Because when customer lifetime value is maximized, profits are accelerated, competitive advantage is created, sales performance is improved, and sustaining organizational success is achieved.



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Talk to us about how your business can benefit from incorporating AI-based guidance to accelerate profitable growth. Visit us at zilliant.com.



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