



METRO TURKEY DELIVERS MORE EFFECTIVE RECOVERY INSIGHTS & MARKETING CAMPAIGNS

CASE STUDY



Challenges

- Proliferation of products and customers made wallet share growth and churn detection difficult
- Lack of actionable guidance for METRO Turkey sales team
- Highly manual process to mail promotional flyers
- Difficult to track success of marketing campaigns



Key Outcomes

- Zilliant Sales IQ drives insights into which METRO Turkey customers have incremental revenue opportunities, and which are starting to defect
- Insights are delivered as actionable guidance to sales team, which led to immediate revenue benefit
- Automated formerly manual task of matching opportunity insights with customer mailing addresses
- Closed-loop tracking of whether customers who received promotions took action in-store
- More intelligent and efficient marketing campaigns, increased sales, reversal of customer churn

DYNAMICS OF FOOD SERVICE DISTRIBUTION

Food service distribution is a highly competitive industry in which often the only way to grow is to take market share from competitors. Due to the high volume of customer accounts, products and sales reps, it is very challenging to gain visibility into customer defection before it's too late. Customers will often churn on one or two product categories at a time rather than all at once, but without rapid detection, valuable time to recover those opportunities is lost.

METRO AG AND METRO TURKEY

METRO AG is an international leading specialist in wholesale distribution and food retail. At its core, the group consists of the sales lines METRO Cash & Carry, a global provider of self-service wholesale, and food service delivery, which operates in 10 countries.

METRO Turkey operates 37 stores and eight distribution centers with 4,500 employees that serve 1.5 million B2B and B2C customers in Turkey. With more than 40,000 products in its store assortment provided by 3,500 different suppliers, METRO Turkey's business is the epitome of a complex foodservice distribution business.

CHALLENGE

With so many products and customers to serve, METRO Turkey observed an all-too-common phenomenon in B2B foodservice distribution: Despite the best efforts of the company, it was impossible to detect all the opportunities to grow wallet share with customers and the subtle signs that customer wallet share may be at risk. Additionally, in a highly manual environment, the company needed a better way to track the effectiveness of sales campaigns so it could sharpen those in the future as well as coach and reward sales reps.

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SOLUTION

After two successful deployments of **Zilliant Sales IQ®** with other divisions of METRO AG, the METRO Turkey team engaged with Zilliant to discuss how predictive sales analytics could help deliver intelligent, science-driven customer actions to help sales reps grow and retain more business.

Sales IQ is an application that uses advanced data science to determine which customers have incremental revenue opportunities and what products and quantities customers should be buying. It translates the valuable customer data that a company collects over time into actionable sales insights at a scale not possible through manual analysis or traditional business intelligence.

In late 2019, METRO Turkey successfully deployed Sales IQ, which created an immediate revenue benefit thanks to targeted growth guidance provided directly to each sales rep. This initial success inspired an innovative recovery use case for METRO Turkey’s marketing team.

SALES IQ INSIGHTS DRIVE TARGETED MARKETING CAMPAIGNS

Working closely with METRO Turkey, the **Zilliant Customer Success** team helped to make marketing efforts more targeted and easier to measure. Specifically, METRO Turkey wanted to use the insights generated by Sales IQ to create campaigns to recover business from customers who were beginning to defect.

They created a two-pronged campaign to recover business more effectively than was previously possible. The first would deliver promotional flyers to customers through traditional postal mailers, leveraging insights from Sales IQ. Zilliant replaced what was previously a very manual effort for the marketing team—combing through files that contained growth and recovery opportunities, matching those to customers in their database and pulling addresses to mail the flyer to relevant customers. Zilliant automated these tasks and provided a mechanism to track whether the customers who received the flyer showed up in the store to make a purchase. This functionality is native in **Zilliant Campaign Manager™**.

The second aspect of the solution is alerting sales reps when their customers receive targeted promotions, prompting them to follow up over the phone to further explain and incentivize recovery purchases.

RESULT

The resulting solution uses data science-driven sales insights to automate formerly manual marketing campaigns and closes the loop by precisely tracking performance, which further informs future insights.

This end-to-end capability has made METRO Turkey's marketing campaigns more intelligent and more efficient, while continuously improving. Even better, it's led to increased sales and an impressive reversal in customer churn.

Specifically, the campaign to date has achieved a 38% response rate from customers, which has created incremental revenue of 776,000 Turkish Lira from 417 customers. Beyond the targeted marketing campaign, opportunities uncovered by Sales IQ insights across the entire business drove a 38 million Turkish Lira revenue lift despite the challenging market environment as a result of the pandemic.

SALES IQ IMPACT

6

MONTHS OF
RECOVERY &
GROWTH ACTIONS

38

MILLION TURKISH
LIRE REVENUE
LIFT

MARKETING CAMPAIGN IMPACT

38%

RESPONSE
RATE FROM
CUSTOMERS

776,000

TURKISH LIRE
INCREMENTAL
REVENUE

"Now, our sales reps have actionable selling guidance that empowers them to have more productive conversations with customers about their specific buying needs, positioning us for future growth," said Buyukkonuklu.

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For more information, visit www.zilliant.com