CASE STUDY 1
A Leading UK Multi-Category Supplier

**OBJECTIVE**
Measure and improve the Return on Investment (ROI) from field sales operating in UK’s top four Grocery Multiples.

**RESULTS**
- £3.40 ROI in Retail Sales Value for every £1 invested in the year prior to implementation (Year-2).
- Transformational ROI improvement (+110%).
- A 45% increase in ROI resulted this year through adjustments to the promotional plan and interventions.

**SOLUTION**
Implementation of Field View application leveraging store by store Electronic Point of Sale (EPOS) data.

CASE STUDY 2
A Leading Branded Food Supplier

**OBJECTIVE**
Increase effectiveness of field sales calls in retail stores.

**RESULTS**
- Total time in call was reduced by 11%.
- Dramatically increased time focused on value-added activity by 45%.
- Strengthened focus on development & performance management of Field Sales.

**SOLUTION**
Implementation of Field View application (app) leveraging EPOS data.

CASE STUDY 3
A Leading FMCG Supplier

**OBJECTIVE**
Optimise ROI from field sales effort across retail partners.

**RESULTS**
- ROI improved from £2.40 for every £1 invested in field sales to £5.36.
- Revised segmentation and increased ROI enabled resource redeployment across retail partners.

**SOLUTION**
Leverage 20:20 ROI analytics to identify stores offering highest ROI.
CASE STUDY 4
Global Snacks Manufacturer & Multinational Retail Corporation

OBJECTIVE
Measure and improve ROI in select stores in Canada.

RESULTS
- Over 86 days, scan data was analyzed daily in selected outlets valued at approximately $315,000 CAD.
- Data was used to enrich analysis, reduce in-store audits and increase growth by 6%.

SOLUTION
Implementation of 20:20 RDI scan data analytics to perform interventions based on alerts.

CASE STUDY 5
Coles Supermarkets – A Distinguished FMCG Retailer

OBJECTIVE
Measure and improve ROI in the confectionery and snacking categories in select Coles stores in Victoria, Australia.

RESULTS
- Over the course of 3 months, scan data was analyzed every Thursday for the previous week (Wednesday to Tuesday).
- Test stores (where we performed interventions based on alerts) performed 2.5% better each week.
- Possible increase > $7.2 Million per year ($9,000 per store, per year/≈ 800 stores)

SOLUTION
Implementation of 20:20 RDI scan data analytics to perform interventions based on alerts.

CASE STUDY 6
One of the World’s Largest Snacks Manufacturer

OBJECTIVE
Measure and improve ROI.

RESULTS
- Control stores’ average weekly growth: $231 AUD.
- Test stores’ average weekly growth: $426 AUD.
- $195 AUD more per week than the control stores.
- Test stores have grown by 2.83% more than control stores.
- Projected growth over 1 year for all 802 stores: $8.1M AUD.

SOLUTION
Implementation of 20:20 RDI scan data analytics to perform interventions based on alerts.