



## LIPTON FOODSERVICE Case Study

### Business Opportunity

Lipton Foodservice supplies a variety of brands including Lipton teas and soups, Ragu sauces, and Country Crock spreads to institutional kitchens in hospitals, schools, and restaurants. Lipton sells its entire product line through a sophisticated and entrenched distribution network. Distribution was both the problem and the opportunity. Lipton's best national distributors, the company's main communication conduit to customers, were increasingly offering competitive, private labeled products to foodservice operators. Lipton needed to generate demand for its products and protect its brand equity with the operators while bringing greater efficiency to its distribution business processes like lead management, broker management, marketing materials fulfillment, and trade spending measurement.

### Strategy

Savatar collaborated with Lipton to quantify these issues using a two-phase approach. In Phase I, Savatar defined Lipton Foodservice's overall CRM/PRM technology strategy and identified and prioritized launch objectives for content and functionality. In Phase II, we defined business process and information technology requirements, selected CRM/PRM applications, and planned initial system deployment.

### Tactics

Phase I consisted of a review of Lipton Foodservice's business processes and its information technology operations. Savatar interviewed senior members of Lipton Foodservice's marketing, national accounts, and regional sales organizations, and their fulfillment house and top foodservice brokers. In Phase II, leveraging key insights gained from the Phase I interviews, Savatar outlined Lipton Foodservice's complete distribution business processes and defined CRM/PRM capability requirements. Savatar managed vendor selection from a group of ten CRM/PRM vendors. Once a vendor was selected, Savatar planned the architecture and system rollout.

### Results

Savatar provided Lipton Foodservice with a comprehensive and fully integrated CRM/PRM technology strategy and design. The Savatar solution enabled Lipton Foodservice to reduce its initial estimated investment by nearly 50% and cut several years of development and implementation time. On the marketing materials fulfillment side alone, the application was expected to pay for itself within a year.