

Case Study

Nutricia - Captures orders via O₂ handhelds

O₂

Company Background

With a considerable offering in all baby food sub groups, Nutricia Ireland has the widest range of infant nutrition products in Ireland. Nutricia Ireland values the total baby food market at €33.5 million.

The combination of the Cow & Gate and Milupa brands means that Nutricia boasts market leadership in both infant milks and meals while enjoying double-digit growth in each. Cow & Gate boasts 33% of the sector, while Milupa holds 22%.

The Challenge

Previously, Nutricia's sales force would manually record the quantity of products in each store. This information was phoned into the Nutricia ordering team, who would then dispatch the order to the customer.

The delay from this manual process led to out of stock situations and therefore a loss of sales. It was also difficult for Nutricia to monitor promotion activity in store and each promotion's impact on stock flow.

The Solution

O₂'s partner, INSERO, recommended their own FMCG solution, BENCHMARK. This solution captures information on stock, store placement and promotional activity via the O₂ Xda III handheld device. This information is sent wirelessly over the O₂ network, back to Nutricia's head office. As this information is in realtime, staff at Nutricia's head office can access stock information immediately, replenish stock orders and monitor promotional activity more accurately and quickly.

The Benefits

- BENCHMARK has increased Nutricia's sales cycle allowing their customers to understand the real-time stock shelf levels.
- This allows Nutricia's customers to place larger orders as required. Nutricia also have a direct insight into the success of in store promotions being linked into actual sales. Also due to promotion auditing, Nutricia can review the most successful promotion at any given time.
- BENCHMARK and O₂'s Xda enables Nutricia's sales force to deliver the highest level of service to their customers.

Contact our Business Team on 1800 2000 16 to find out more on solutions that could benefit your business.

About INSERO

Over the past two years, INSERO have been working with FMCG companies like Unilever, Danone, Dairygold and Tayto and have a good understanding of the day to day requirements and challenges of the FMCG marketplace.

INSERO BENCHMARK is a sales, negotiation and audit tool providing real-time access to key business information for both the field and head office staff.

'By implementing the INSERO BENCHMARK solution and O₂'s Xda's, we can monitor our nationwide sales in realtime. Having this information speeds up our sales cycle and allows us to deliver Milupa/Cow & Gate products twice as fast as our previous process'

John Lee, Sales Director, Nutricia

