

Success Cases in the Consumer Packaged Goods Sector



SUCCESS CASE: SALES FORCE AUTOMATION (SFA)

Improve sales & commercial team performance

+6

average SKUs per
Point of Sale

How did they do it?



The distributor of a well-known soft drink brand was struggling to **achieve a successful product line expansion**.

Thanks to the **accessibility of data provided by UVE** through integration with the execution tools, **their market development team focused on key products** in their **new business strategy**.

This resulted in an **increase of +6 stock-keeping units (SKUs) on average per point of sale**, improving their **effectiveness in in-store execution** and diversifying their product portfolio.