

Consumer Goods

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TECHNOLOGY

2004 CGT AWARD WINNERS:

CUSTOMER MANAGEMENT

[OUTSTANDING ACHIEVEMENT]



CADBURY SCHWEPPE'S CLICKS WITH RETAILERS

Ask any consumer goods firm the amount of reports it generates for sales teams and it is likely to give you a number that is in the thousands. Unfortunately, the more time and money spent printing and analyzing reports means less time focusing on building value for retailers. It's an inefficient scenario that Craig Hodnett, vice president, Category Management, **Cadbury Schweppes Americas Beverages** is all too familiar with.

"Most sales reports are basically the exact same thing with very small tweaks," says Hodnett, who is now shredding his company's paper trail with a "point-and-click" category management tool from **Interactive Edge**. "This kind of tool and this kind of thinking gets you out of the paper trail. Now I have time for the 20 percent club projects and that's where the productivity comes in."

Cadbury Schweppes beverage brands are sold mainly in North America and Western Europe and include 7 UP (U.S. only), A&W Root Beer, Canada Dry, Dr Pepper and Hawaiian Punch. The XP3 Suite from Interactive Edge is a **Microsoft** PowerPoint-based analytic and presentation tool that transforms data from these brands into actionable insights. Utilizing streamlined, user-friendly analytic capabilities, XP3 Suite helps improve the quality and development speed of data-intensive, custom presentations for strategic initiatives such as category management, new item presentations and business reviews.

For Hodnett and his team, this translates into the uncanny ability to adapt to virtually any category management scenario, especially since every account has its own method. "Countless times I'd be working with the database, wondering how I can get my sales force on the same page with all of the insightful templates and into one system," says Hodnett. "That's where Interactive Edge comes in. I can walk into an Albertson's or a Safeway and if you had your templates ready to go, this is literally a tool that is point and click technology, which is key."

