



## Client Update: Energizer

*By Shauna Hock, Account Manager*

**E**nergizer approached RW3 in 2007 with the need to integrate point-of-sale retailer data into a performance management solution for their direct sales organization, which focused on one key retailer. RW3 worked with the Energizer team to define all aspects of their performance reporting needs, for all levels of the sales organization. The Solution was designed to be updated continuously with current consumption data, and provided management with a clear and concise understanding of field performance.

As Energizer changed their go-to-market approach and added a dedicated 3<sup>rd</sup> party retail organization, RW3 enhanced the Solution to support an expanded number of retailers across multiple channels and the entire U.S. In addition to enhancing the Solution for the broader scope, RW3 added reporting tools that provide performance measurement data not only for Retailers, but for the Brokers as well, on a store by store basis. Planning tools also prioritize store calls and give Reps a real-time sense of what needs to happen to reach stated milestones. The information is typically used to sell incremental displays, sell additional product to combat a negative sales trend or to validate store inventory levels.

The Solution continues to be enhanced to improve productivity in-store while still delivering incremental sales for the merchandising team on behalf of Energizer's most important retailers.