



“RW3’s expertise helped us understand and implement a business solution to improve on-shelf availability of our most profitable products. We are now able to act on opportunities in our sales process to positively impact customer satisfaction at the shelf.”

*--Barry Lynch,
Vice President-Retail
Jennie-O Turkey Store, Inc.*

Measurable Results: Jennie-O Turkey Store

Since the 1940’s, Jennie-O Turkey Store has delighted consumers with their great tasting turkey products. Today, exceeding customer satisfaction has taken on a whole new level of sophistication. Jennie-O, a fully integrated business, provides consumers with the highest quality turkey -- from the egg to the table -- by managing all aspects of their supply chain. In this highly perishable environment, precision distribution and ultimately, superior on-shelf availability are critical components to their consumer satisfaction and Jennie-O’s overall company success.

Business Challenge: Jennie-O management wanted to improve on-shelf availability of all products, with a focus on their value-added tray pack turkey products. To take advantage of this business opportunity, the company needed a process to compare account distribution to in-store availability, and then to identify and close the gaps.

An integral part of this challenge was Jennie-O’s go-to-market strategy, which encompasses an internal sales organization and an independent food broker network throughout the United States. The solution not only had to meet Jennie-O’s goals, but also those of the independent brokers who represent a multitude of manufacturers and SKU’s within the same retailers.

Approach & Solution: Jennie-O selected RW3 for their industry expertise and practical solutions. RW3’s consulting professionals conducted a comprehensive

business assessment to fine-tune Jennie-O’s goals and key performance targets. During the discovery and evaluation phases, RW3 shared key industry insights and best practices, then crafted a solution to boost distribution and achieve greater on-shelf availability.

RW3 developed an InStore application to prioritize and communicate opportunities for individual outlets to the internal and broker field sales organization. This put everyone on the same page to drive on-shelf availability of the best selling items in each respective retailer. By prioritizing sales calls and focusing on the most critical tasks, Jennie-O optimized field sales productivity and efficiency. InStore also provided a process improvement to achieve faster placement of newly sold-in items, enabling the brokers to execute more effectively on Jennie-O’s business overall.

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RW3's InSight Group created a customized reporting dashboard for Jennie-O management to measure baseline and growth of outlet distribution from the retail outlet by account, by market and by product category. Syndicated data was integrated into the dashboard to allow Jennie-O to understand the best selling items authorized by account, but not yet in the case in an individual store. This information provides the sales reps with clear and specific insights as to which items should be sold-in first. At the account level, the dashboard offers the capability to measure the existing situation, understand distribution gaps by store and track overall improvement.

Results: Jennie-O realized a 13% increase in on-shelf availability, and similar increases in margins, for its value-added business in less than 12 months. Their customers were pleased with the improvement and consistency of product availability. Jennie-O continues to rely on RW3 to evolve their business process as their goals change. ■