## Coca Cola Enterprises : The Situation

Coca-Cola Enterprises needed a mobile app to collect merchandising data during the 2012 Summer Olympics in London. They had only a few months to build the app, which was not nearly enough time to get it done in-house. Using Application Craft, it took only a few days.
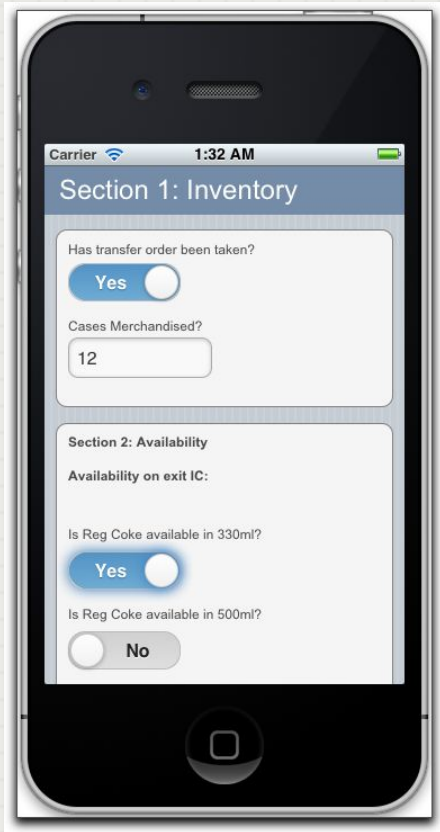
The App

Coke needed a way to collect and report data from the field real-time in order to rapidly identify gaps in product placements in stores around London. Data collection during the Olympic Games is a massive undertaking and so the company had a team of more than 500 sales representatives and account managers coming to London to assist with the project. The laptops and reporting system that were typically used for routine data collection could not provide information quickly enough to ensure Coke's optimal presence during the Games. Coca-Cola Enterprises invested in iPhones and created an app with Application Craft to get the job done.
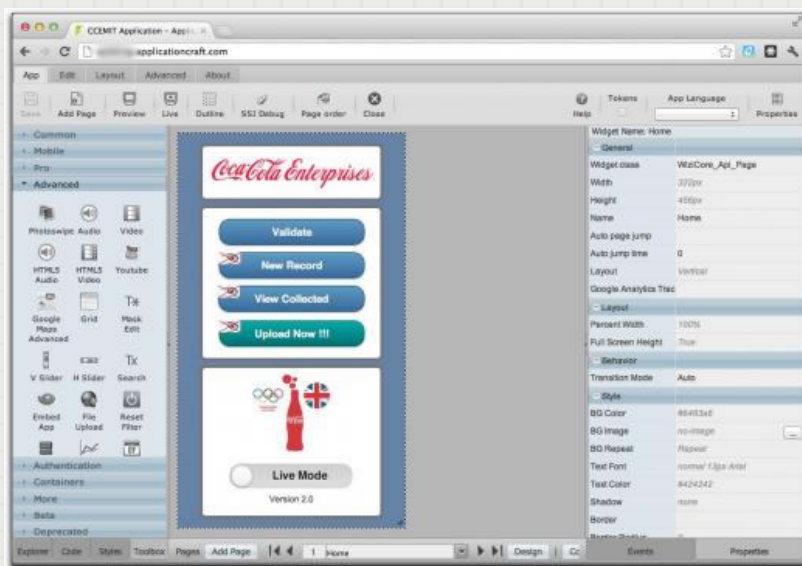
The app, which was deployed primarily on iPhones, but also iPads and Android phones, measures product availability. It collects data like what SKUs are on the shelf, what products are in the chiller, and ultimately, what a consumer sees when they go into an outlet. This information is mission-critical for Coca-Cola Enterprises. According to the company: if a core product is not available for purchase at every grocery outlet, it is catastrophic for

the business, creating a massive opportunity for a consumer to go to a competitive brand.

The Build

This mission-critical Coca-Cola Enterprises app was created very quickly despite several changes in the functionality and content of the app. Because the Application Craft system is so easy to use, the initial build took 4 - 5 hours. The speed with which the first draft was created, "massively impressed" the Coca-Cola Enterprises bosses, according to the project manager. The executive team asked for a few more changes and all told, after some polishing, the app required a total of 3 - 4 days of focused effort to complete and test.

"Using Application Craft, we were able to turn our project around in a way that was not possible using any other approach we could find that did not require deep technical and mobile expertise," said Janice Cole, Senior Manager of Field Sales, Coca-Cola Enterprises. "Being able to go from concept to a fully deployed data collection solution so quickly was impressive."

The Results

Using the real-time data collected using the Application Craft-powered app, Coca-Cola managed to quickly spot the important gaps in product in product placement and remedy the situation. And, they were able to have value-added conversations with the retailers to show them why that gap had to be plugged.