



# Intelligent Ordering

## Network



*\*\*Please be aware that this will be recorded for training purposes\*\**

# Recognizing Behaviors

Before going into the market, you can use Qlik to help identify opportunities.



Route Ranking

Route Ranking

Route Name	Route Type	\$ Growth	Aged Freshness	Excess Return Units	ABS Order Change %	ABS Delivery Change %	Overall Rank
<b>Totals</b>		<b>2.7%</b>	<b>88.5%</b>	<b>38,856</b>	<b>28.2%</b>	<b>19.5%</b>	-
00	RSP	12.9%	90.9%	3,053	19.0%	13.3%	3
00	RSP	4.2%	88.6%	3,259	29.0%	8.0%	9
00	RSP	1.3%	91.2%	2,563	30.4%	10.2%	14
00	RSP	4.8%	88.0%	4,738	21.8%	17.1%	23
02	RSP	11.8%	90.1%	2,557	46.9%	24.3%	25
00	RSP	-2.3%	91.9%	3,318	27.8%	36.7%	35
23	RSP	1.2%	85.1%	4,190	29.9%	10.9%	36
00	RSP	0.9%	86.4%	5,776	20.6%	29.0%	41
00	RSP	-1.8%	85.6%	5,403	23.8%	19.5%	42
02	RSP	-3.8%	86.8%	3,999	34.4%	18.8%	46

After locking in the area of responsibility, utilize the Route Ranking page to quickly find both positives to share with the frontline and opportunities to grow the business.



# Recognizing Behaviors



While in the market, ION lets you recognize behaviors at the shelf. Adequate stock and shelf conditions can be identified with good ordering behavior.

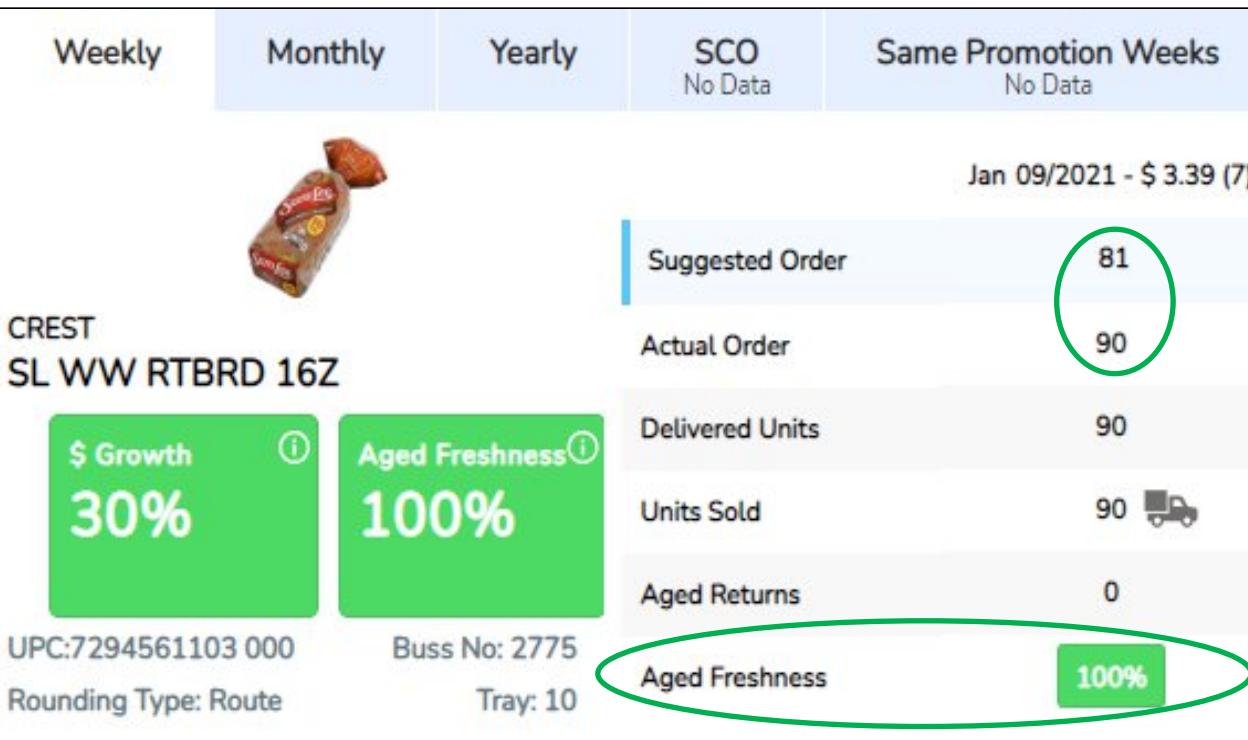
ION can also be used to identify missed opportunities based on frontline behaviors.



So, how do we recognize these behaviors?



# Recognizing Behaviors - Order Management



When in ION, you can find these behaviors while in a specific store and with a specific item.

The frontline should adjust orders accordingly after recognizing a high **Aged Freshness** number of 98% or more.

\*\*Notice the addition is small (from 81 to 90) and not excessive between the suggestion and actual order.



# Recognizing Behaviors - Following The Plan

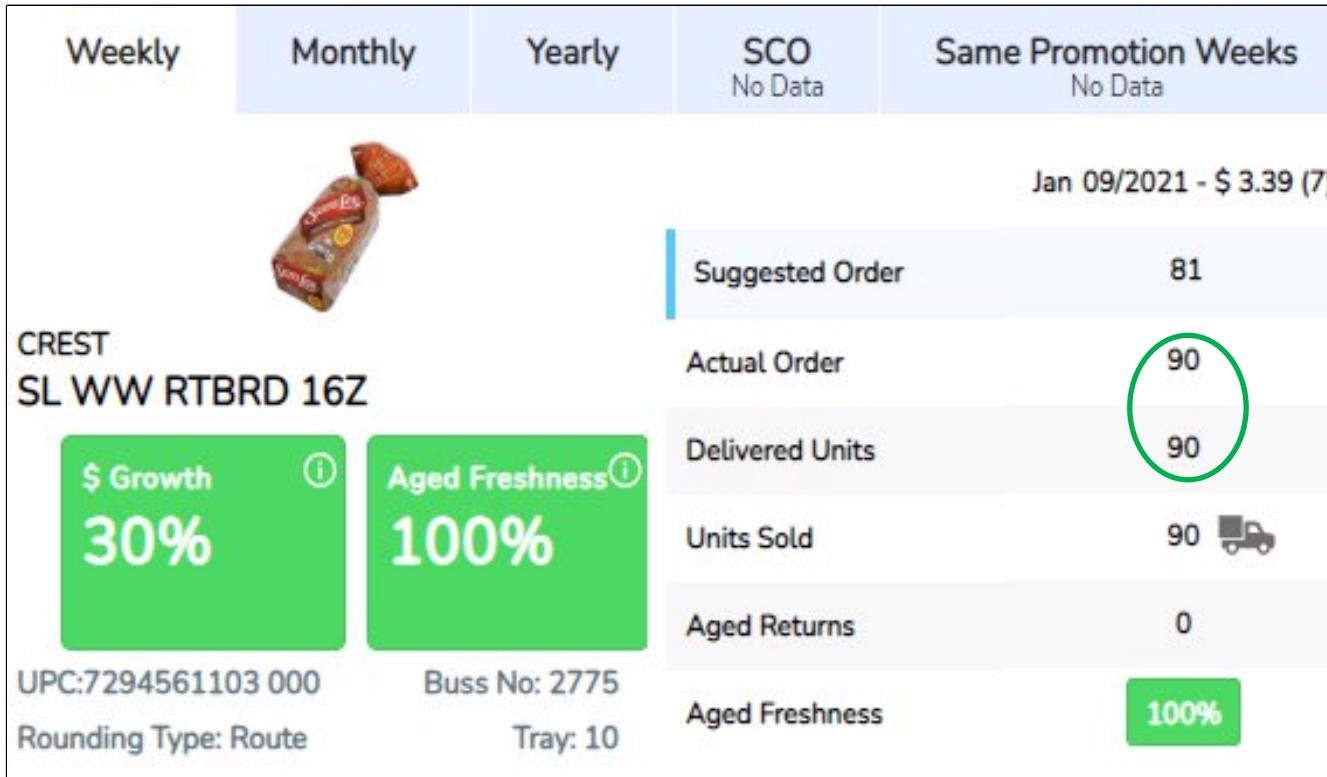
Another behavior that can be coached is when the Frontline's own plan is not followed.

Below, you can see the actual order and the delivered units have a large difference. This indicates the plan is not being followed and creates excess work ordering and distributing the plan.

Weekly	Monthly	Yearly	SCO	Same Promotion Weeks No Data			
				Jan 23/2021 - \$ 3.59 (7)	Jan 16/2021 - \$ 3.59 (7)	Jan 09/2021 - \$ 3.59 (7)	Jan 02/2021 - \$ 3.59 (7)
Suggested Order				305	307	304	301
Actual Order				360	311	280	312
Delivered Units				383	271	283	284
Aged Freshness <i>(i)</i>				383 	271 	281 	274 
99%				0	0	2	10
				100% 	100% 	99% 	96% 

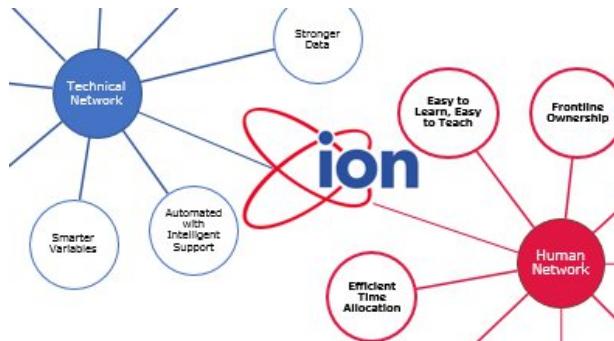


# Recognizing Behaviors - Following Your Plan



This is a great example of how the human and technical sides of ION work together.

When an IBP/RSP follows the plan, they will see positive results.



# Recognizing Behaviors - Growth Opportunity

The frontline does not increase orders when achieving 99% Aged Freshness. ION ***will not*** increase orders at 100% Aged Freshness. This is a perfect example on how to coach the frontline when ordering.\*

Weekly	Monthly	Yearly	SCO No Data	Same Promotion Weeks No Data			
				Jan 23/2021 - \$ 3.39 (7)	Jan 16/2021 - \$ 3.39 (7)	Jan 09/2021 - \$ 3.39 (7)	Jan 02/2021 - \$ 3.39 (7)
Suggested Order				81	82	81	84
Actual Order				110	100	90	90
Delivered Units				110	110	90	90
Units Sold				110 	110 	90 	90 
Aged Freshness  <b>100%</b>				0	0	0	0
							

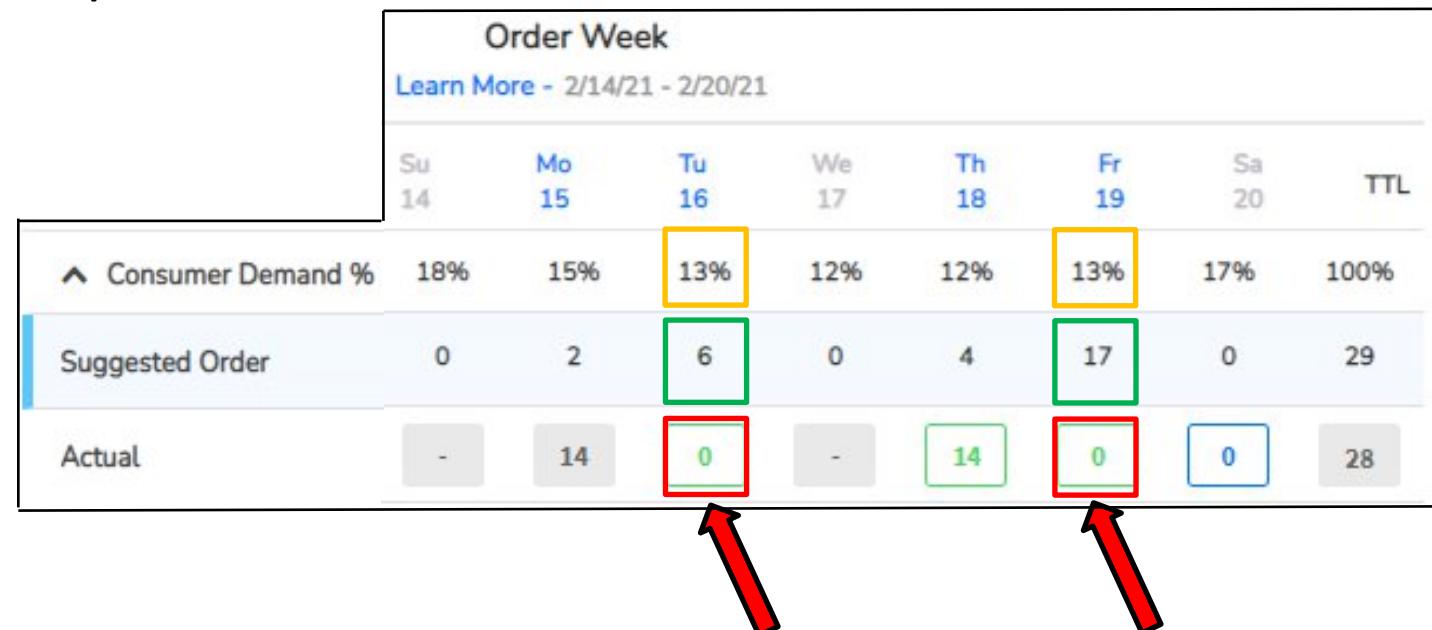


\*Running 100% Aged Freshness does not mean the store is out of product, but it could be an opportunity.

# Recognizing Behaviors - Consumer Demand Delivery

The final example of a behavior that can be coached is when the frontline is not delivering during scheduled days of service.

Below was a suggested order of 6 and 17 on Tuesday and Friday and the frontline ordered 0. This also indicates the consumer demand is not being followed and creates excess work ordering and distributing the plan.



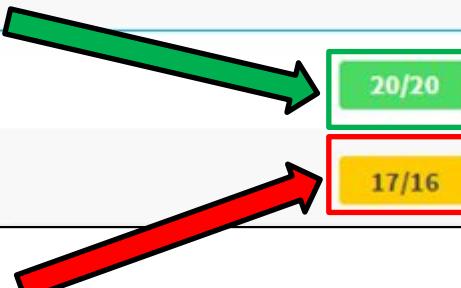
# Recognizing Behaviors - Consumer Demand Delivery

There are also insights on the front page that can help identify opportunities in delivering the frontline's plan.

Below you can see where Crest has been delivered to all 20 of the scheduled deliveries in the last 4 weeks.

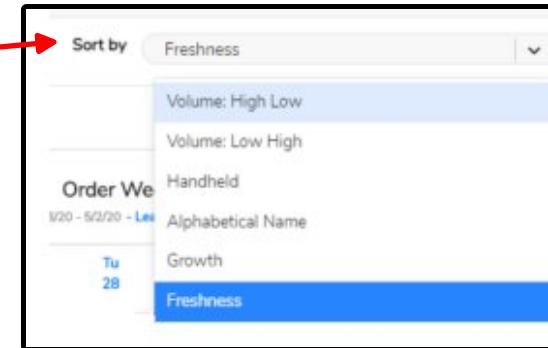
You can also see where Walmart has more deliveries than were scheduled and ordered for.

Stores	Delivery vs Plan	Delivery Change %	\$ Growth	Aged Freshness
Total Summary			10%	99%
Traditional (2)				
CREST	20/20	5%	10%	99%
WALMART	17/16	0%	24%	99%



# Tips for Successful Frontline Ordering

1. Focus on promos/display
2. Sort by Freshness
3. Submit / Arrow Forward
  - Adjust things that are out of the norm
4. Consumer Demand %
  - **Order** it the way your consumers purchase it
  - **Deliver** it the way your consumers purchase it



WALMART 2734 E  
SL DEL HLTY MG 20Z

	Su 26	Mo 27	Tu 28	We 29	Th 30	Fr 1	Sa 2	TTL
Consumer Demand %								
Suggested Order	0	15	26	0	12	12	31	96

This Walmart is using the scan data from that store for this item to determine when product is being purchased by day—notice the differences?



	Su 26	Mo 27	Tu 28	We 29	Th 30	Fr 1	Sa 2	TTL
Consumer Demand %								
Suggested Order	0	12	21	0	12	15	32	96



# Using ION in the Market Effectively

- ★ Before going into the market, use QLIK to identify both positive behaviors and opportunities to coach
- ★ In the market, open ION and look at the item's performance in the account
  - Were excessive returns due to one week's returns?
    - Overly aggressive on a promotion
    - Didn't secure extra display
- ★ Is the frontline making out a plan and following it?
  - Is the frontline moving product from account to account?
- ★ Is the frontline delivering every day the item is available?
- ★ Is the frontline utilizing Safe Carry Over to leverage in-week adjustments?
- ★ Is the frontline out-of-stock on an item?
  - Is freshness high? Growth high?
  - Has the order been increased to determine a ceiling?



# Useful talking points for frontline conversations: ION is going to be very



**cial**: A tool and network to **grow your business**, not just your order



**Advanced dashboard** with freshness and growth metrics on an **intuitive and easy to use interface**



**Fewer extra touches** on orders from Leadership



**Smarter machine** with fewer errors



**Reduce time** spent ordering and pulling stakes by ~2 hours/week



**Designed for you, by you!**



# Coaching the Frontline with THEIR Tool



		Weekly	Monthly	Yearly	SCO	Same Promotion Weeks No Data	
<p>CREST 0003 E BP WHI HAM 8P 15Z</p> <p><b>\$ Growth</b> 70% <span style="border: 1px solid #ccc; padding: 2px;">Aged Freshness 100%</span></p> <p>UPC:5040073942 000 Buss No: 2768 Rounding Type: Route Tray: 6</p> <p><b>100% Freshness Growth Opportunity Can You Sell More?</b></p>			Jan 23/2021 - \$ 2.79 (7)	Jan 16/2021 - \$ 2.79 (7)	Jan 09/2021 - \$ 2.79 (7)	Jan 02/2021 - \$ 2.79 (7)	
	Suggested Order		374	347	361	419	
	Actual Order		408	364	324	414	
	Delivered Units		383	360	318	408	
	Units Sold		383	360	318	408	
	Aged Returns		0	0	0	0	
Aged Freshness		100%	100%	100%	100%		
<span style="border: 1px solid red; padding: 2px;">(2) TPR - \$ 2.18 - 2/3/21 - 2/9/21 ad match</span>		This Week's Order		Order Week		<span style="border: 1px solid red; padding: 2px;">(1) EDLP - \$ 2.79 - 2/10/21 - 3/20/21</span>	
		<a href="#">Learn More - 2/7/21 - 2/13/21</a>		<a href="#">Learn More - 2/14/21 - 2/20/21</a>		<a href="#">CREST FOODS PZ 2897 EDLP</a>	
<span style="border: 1px solid #ccc; padding: 2px;">Su 7</span> <span style="border: 1px solid #ccc; padding: 2px;">Mo 8</span> <span style="border: 1px solid #ccc; padding: 2px;">Tu 9</span> <span style="border: 1px solid #ccc; padding: 2px;">We 10</span> <span style="border: 1px solid #ccc; padding: 2px;">Th 11</span> <span style="border: 1px solid #ccc; padding: 2px;">Fr 12</span> <span style="border: 1px solid #ccc; padding: 2px;">Sa 13</span> <span style="border: 1px solid #ccc; padding: 2px;">TTL</span>		<span style="border: 1px solid #ccc; padding: 2px;">Su 14</span> <span style="border: 1px solid #ccc; padding: 2px;">Mo 15</span> <span style="border: 1px solid #ccc; padding: 2px;">Tu 16</span> <span style="border: 1px solid #ccc; padding: 2px;">We 17</span> <span style="border: 1px solid #ccc; padding: 2px;">Th 18</span> <span style="border: 1px solid #ccc; padding: 2px;">Fr 19</span> <span style="border: 1px solid #ccc; padding: 2px;">Sa 20</span> <span style="border: 1px solid #ccc; padding: 2px;">TTL</span>					
<b>Consumer Demand %</b> 19% 12% 10% 11% 12% 16% 20% 100%		19% 12% 10% 11% 12% 15% 21% 100%					
<b>Suggested Order</b> 0 40 70 0 40 56 132 338		0 40 70 0 40 58 138 346					
<b>SCO Adjustment</b> - - - - - -182 - -182		- - - - - - - - - -					
<b>Actual</b> - 102 0 - 90 0 0 192		- 102 0 - 60 0 138 300					
<span style="border: 1px solid #ccc; padding: 2px;">Non Promotion 3 of 27</span> <span style="border: 1px solid #ccc; padding: 2px;">&lt;</span> <span style="border: 1px solid #ccc; padding: 2px;">&gt;</span> <span style="border: 1px solid #ccc; padding: 2px;">Submit</span>							

