

Case study

Replenishment



# Innovation on Tap at Coca-Cola Bottling

# 15%

increase in customer service levels

# 50%

reduction in inventory levels

## Productivity improvements

The ability to gain one view of demand is commonly difficult in a time-sensitive environment. Coca-Cola Bottling Company Consolidated (CCBCC) sought to leverage the proper tools to help manage dramatic sales swings, release new products effectively and boost customer service levels, all helping to drive top-line growth and competitive advantage.

## Challenges

Improve ability to manage dynamic sales volumes, maintain customer services levels, and provide better visibility into demand drivers across different shapes, sizes, and flavors of refreshment in real time.

## Real results

“All pieces of Blue Yonder’s functionality work in concert with each other. I don’t know where deployment would be without Blue Yonder. The system is well integrated and helps us to drive real results.” – **Director of Supply Planning, CCBCC**

## Optimizing sourcing patterns

“As we took on more suppliers and their specific packaging constraints, it became imperative that we optimize our sourcing patterns. A higher degree of micro-marketing at the channel and chain-store level complicates matters further as each side fits into different package categories.”





### Solution benefits:

- Increased volume of new product offerings by 300 percent
- Reduced inventory levels by 50 percent
- Realized a 15 percent increase in customer service levels
- Won “Sam’s Club Supplier (Soft Drink) of the Year” award for best in retail sales, growth margin, markdowns and in-stock percentage
- Improved view of financial and operating results

### Blue Yonder’s expertise:

“Blue Yonder’s products provided clear financial and operating results while improving our capability and capacity. A lot of people talk about collaboration but we’re actually doing it, and we certainly would not be as successful without the help of Blue Yonder.”

 Luminate Planning

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