

CAUTION: **CUSTOMER INSIGHTS** **& SAVINGS AHEAD**

Understanding your operator customers
can change your bottom line for the better.



Imagine a world where you could pinpoint operator whitespace for your sales team to target. Wouldn't it be great to simply ask Siri, "Where's the closest potential buyer?" Voice search may not be ready to show you nearby buyers, but you can integrate syndicated operator data with your TPM application. Syncing these data sources provides several opportunities to enhance revenue growth through both trade and sales management.

The combination of the two data sources (operator and trade) allows for a broader, more robust data set. Having a perspective on both perspectives means you can assess compliance gaps and maximize the investment in sales resources and time. Mike Leiker, an account manager at Blacksmith Applications, explains that manufacturers can, "assess unit-level performance to enable your local salesforce and better understand who is influenced by corporate or group purchasing decisions or get visibility to possible shifts in purchasing behavior at a more granular level." Every stop at an operator target costs money, so manufacturers can leverage their data



“UTILIZATION OF SYNDICATED OPERATOR ATTRIBUTES, ALONG WITH ACTUAL PURCHASE AND PRICE PERFORMANCE, ENHANCES THE ABILITY TO CONDUCT TARGETED MARKETING AND SALES CAMPAIGNS SPECIFIC TO CUSTOMER GROUPS AND/OR SEGMENTS.”

— MIKE LEIKER, BLACKSMITH APPLICATIONS

to make sure every target is one with a high return on investment (ROI).

BEST-IN-CLASS SOLUTIONS

The foodservice operator landscape is nothing if not dynamic, so best in class industry solutions are vital for effective navigation. "In our case, we use Datassential - Firefly," says Jim Levi of Land O' Lakes. He explains that Land O' Lakes began syncing operator data with its Blacksmith TPM data about three years ago. While the outcomes are readily apparent three years in, he cautions against expecting a quick fix. "Expect this to be a journey. It's not something that happens overnight."

"Firefly is a solution, but they also have a service aspect that is very helpful in matching files on a monthly basis. Firefly provides a 'Golden Record,' in which you can match data across multi-

ple sources and it provides rich attributes about each location, like segment, business type, size, menu and so on," continued Levi. "Using syndicated operator attributes, along with actual purchase and price performance, enhances the ability to conduct targeted marketing and sales campaigns specific to customer groups or segments," adds Leiker.

INCREASING VISIBILITY

Operator and TPM data insights have provided Land O' Lakes with a comprehensive view of their operator base. The company has visibility into who is purchasing what. And, maybe more importantly, who isn't purchasing. Using the data, you might notice an operator coming from multiple sources, which means there could indicate a double dip situation. "Once we know our current operator base, we can leverage the attribute information from Firefly to help target new opportunities and optimize at the operator level," said Levi.

At Land O' Lakes, the hard work of understanding their operator base has more than paid off. They've enjoyed a six-figure double-dip reduction and prevention, as well as double-digit improvements in their sales targeting.

Levi's advice for those manufacturers not leveraging operator and TPM data today? "Start small. If you have to, pick one market or one product group. But start. Use this as a prototype to build the business case for a larger effort." 🔥

DATA MAPPING

The benefits of data-mapping between syndicated providers and TPM allows are two-fold:

- 1 **LOCATION-LEVEL OPTIMIZATION.** Streamline your trade investment through the identification of layered spend and double-dips at a location-level.
- 2 **ENHANCED SALES PLANNING.** Gain visibility into operator compliance, white-space (to clearly identify qualified sales targets), and analyze leaky buckets (lost or negatively-trending operators).