



TDLINX

Wrigley Implements TDLINX For Location Information Management

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— Debbie Doerr, Wrigley Sales Information Systems Manager

THE W.M. WRIGLEY JR. COMPANY, THE WORLD'S LARGEST MANUFACTURER OF CHEWING GUM, with over 300 Territory Sales Managers (TSM's), needed to reduce inefficiencies in the management of their retail call file and redirect the efforts of their sales force to selling, rather than being burdened with the responsibility of data maintenance for over 225,000 retail stores.

In addition, to support call planning, they wanted a location information management system that was *systematic* and *repeatable*. Plus, they wanted to be able to leverage the investments they made in their existing sales force automation tool, *Store PRO*.

Challenges:

- Reflecting constant store openings, closings and changes in reporting;
- Inconsistent store name and address conventions;
- Need for better account hierarchy structures;
- Need for standardized channel definitions;
- Tracking retail divestures and consolidations;
- Utilize an independent retail verification source not dependent on TSM's for data.

Strategy: WRIGLEY IS FOCUSED ON INNOVATIVE SOLUTIONS, AND CHOSE TO DEPLOY TDLINX, the leader in location information management (LIM), to help maintain their customer master file. The TDLINX LIM solution complements and streamlines the Wrigley process. To begin, TDLINX analyzed the Wrigley customer master file to determine what level of improvement was possible:

Standardized Naming Conventions

With over 300 TSM's maintaining their territories individually, everyone entered data the way

they wanted to. For example, there were over 25 different spellings for Wal-Mart; while TDLINX accurately identifies their four banners.

Applied Channel Definitions

Wrigley discovered it had thousands of stores with misclassified or unclassified channel definitions. Grocery stores were classified as drug stores; convenience stores were classified as grocery stores; and thousands of stores were classified as "other".

TDLINX normalized channel definitions and provided significant improvement to channel classification throughout Wrigley's file.

National Accounts Data Cleansing

Their file had many stores that were not properly aligned with respective owners, divisions and gaps of stores not included in the file. TDLINX cleansed and completed these assignments to greatly improve the accuracy of Wrigley's planning and reporting against important customers.

Duplicate Records

The Wrigley file of over 225,000 records contained many duplications — single locations with different names, addresses, address spellings, and trade channels. TDLINX identified all of the duplications and streamlined the file.

WITHIN THREE MONTHS, WRIGLEY ACCOMPLISHED TDLINX IMPLEMENTATION with reconciliation of 99.4 percent of their records.

"TDLINX enables Wrigley's sales force to be more efficient by wasting less time trying to maintain data while being more effective by spending our time in the right stores," said Debbie Doerr, Wrigley Sales Information Systems Manager.

"We've reduced the amount of time TSM's time spend on non-value-add activity. Now we can rely on TDLINX to maintain this data." ■

