Chain Call Management

Event tracking and execution

VIP

INTRO

Managing programs through emails, phone calls, and spreadsheets can be difficult and time-consuming. With Chain Call Management (CCM), you can organize, track, and execute your programs all in one place. Maintain visibility into all your programs and ensure they are a success from start to finish.
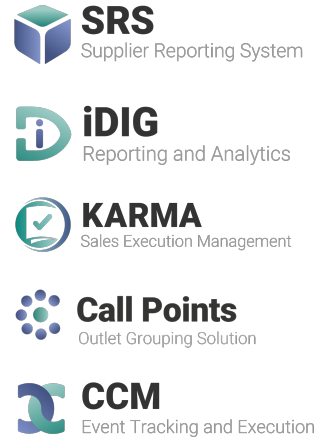
FEATURES

- Communicate event details internally and externally.
- Track mandates and authorizations.
- Avoid distributor out-of-stocks.
- View event compliance.
- Analyze event lift.

C

CUSTOM WHOLESALE
JohnD - SRS-2456
In Store Display
02/06/2024 - 03/31/2025

CCM ENTERPRISE

As an Enterprise customer, your distributors have the ability to integrate chain program information directly into their sales applications and share future chain pricing with their retailers. Drive seamless communication from for better program execution.

PIECES OF THE PUZZLE

SRS
Supplier Reporting System

iDIG
Reporting and Analytics

KARMA
Sales Execution Management

Call Points
Outlet Grouping Solution

CCM
Event Tracking and Execution

PROGRAM LIFE CYCLE

Congratulations! You have secured a program. With CCM your team can track program execution with confidence, monitor its progress, make pro-active changes during the event confidently, and now use results to secure future programs.

PLANNING

- Manage items for the program
- Understand inventory needs before and during events
- Review initial out-of-stock or points of distribution errors
- Identify stores
- Define event details, program type and start & end dates

EXECUTING

- Track event compliance with KARMA surveys
- Actively monitor distributor inventory
- Collect images and account information in KARMA

ANALYZING

- Measure program lift in iDIG
- Analyze sales before, during, and after your program
- Review store compliance

Win retail program

Present results to buyer
Results

Measure lift
100% confident

iDIG
Reporting and Analytics

iDIG
Reporting and Analytics

KARMA
Sales Execution Management

CCM
Event Tracking and Execution

Track execution
70% confident

Create event details
10% confident

CCM
Event Tracking and Execution

Communicate details to stakeholders
20% confident

CCM
Event Tracking and Execution

Avoid out-of-stocks
50% confident

SRS
Supplier Reporting System

CCM
Event Tracking and Execution