



Xora works closely with one of the nation's largest bottlers. The multi-billion dollar organization distributes a variety of beverages, merchandising and delivering product to retail stores from more than 100 plants

etrace is projected to save the company nearly \$1 million in annual costs by reducing merchandising and driver hours

## Business Challenge

Each of the bottler's merchandisers has a defined group of stores they service several times during the week — stocking shelves, setting up point-of-purchase displays, and making sure the company's products are presented appropriately. The organization also employs thousands of delivery drivers that make daily shipments to store and vending machine locations.

For the bottler's drivers and merchandisers, the time clock starts when they either get to their first store location or the company's facility in the morning, and ends when they leave their last store at night or return to the facility. Prior to deploying Xora etrace workforce management solution, time was tracked and submitted manually by each merchandiser, and the company had no way to verify the accuracy of the time reported. The company also had no way of determining how much time workers were spending at each customer location and how that correlated to productivity and customer satisfaction.

## etrace Solution

The bottler sought a better way to track worker status and verify worker-reported data. Specifically, it wanted a way to log the arrival and departure of each worker to and from a customer site, as well as monitor the amount of time spent at each location. The company also wanted a solution that would integrate seamlessly with its back-office time and attendance system.

The bottler implemented etrace to improve the productivity and service levels of its drivers and merchandisers. etrace now provides the company:

- Instant GPS visibility of all workers, including the location, date and time when a worker starts and ends a shift
- Time spent in each location, as well as automated forms that capture number of cases stocked

- GPS-enabled driving directions for workers
- Automated timekeeping capabilities including break time monitoring for labor law compliance
- Worker status indicators
- Worker and fleet summary reports
- Exception alerts

## Results

The bottler's merchandisers and drivers combine to represent 65 percent of the company's total direct labor expense. During an initial test of etrace in a single market, the bottler reduced total merchandising hours by 8.9 percent.

The bottler is now in the process of rolling out etrace across multiple markets, with more than 4,000 etrace units now deployed throughout the country.

In the Pacific Northwest alone, where it has 1,700 etrace units in use, the bottler is projecting a 4.5 percent overall reduction in merchandising and drivers hours — nearly \$1 million in annual cost savings for the company.

etrace is also fully integrated with the bottler's Kronos time and attendance system, creating a host of operational efficiencies for the company.

## Learn More

Call 877-GPS-XORA (877-477-9672) to speak with a Xora sales representative.