

Molkerei Alois Müller GmbH & Co. KG massively simplifies field force execution and increases the effectiveness of its retail execution with Pitcher



Molkerei Alois Müller GmbH & Co. KG

The Molkerei Alois Müller GmbH & Co. KG is a subsidiary of the Unternehmensgruppe Theo Müller which operates internationally in the food and logistics sectors. The Molkerei Alois Müller has been based in Aretsried near Augsburg since 1896 and is the birthplace of the Unternehmensgruppe Theo Müller, which now employs around 26,600 people.

Over the past five decades, the company has developed into a modern large-scale dairy. Around 1,300 employees work at the Aretsried site in a total of seven different companies - ranging from the dairy to the company's own fruit processing company Naturfarm, its own logistics company Culina, Optipack's own cup production and its own truck garage. Around 140 million kg of milk are processed into high-quality dairy products every year. In many product groups, Müller has created new market segments with many innovations. For example, buttermilk, kefir, Joghurt mit der Ecke (Müller Corner), milk rice and Müllermilch. The company still holds top positions in these segments today. The Müller brand is known by almost 100 per cent of the German population.

Situation and business challenges

Prior to Pitcher, Molkerei Alois Müller GmbH & Co. KG had no state-of-the-art solution to cover its field force processes; the team was partly still using time-consuming paper-based reports.

- The standard system processes no longer matched the needs of the business and were not good enough to effectively support the daily work of the field force.
- The system in use was too static and lacked functionalities to cover the full potential of store checks (shelf, visibility and audit).
- Retail execution was lacking digital automation to accelerate processes and reduce the manual work of field reps.
- Lack of support for business processes through mobile engagement and user-friendly tools.

Molkerei Alois Müller GmbH & Co. KG was looking to:

- Manage and maintain better control over all field force activities, from planning, to store checks, engagement with customers, feedback and reporting.
- Make its stack fit for the future: hardware and software.
- Gain full transparency of retail execution activities and gather faster and more accurate feedback from the field.
- Optimize retail execution and make it less complex, more effective, visible and fully trackable.



«Pitcher has all the functionalities we need to run retail execution and field force engagements efficiently and with a high performance. Good and stable software that is easy to use and takes away any complexity. The support and service by Pitcher are excellent. They have a deep understanding of our business and processes and are very engaged. Pitcher App is easy to use and it is fully integrated to Salesforce.»

— Stefan Piesker,
Head of Sales & Marketing in Group IT



«I would recommend Pitcher to any company facing the same challenges we were facing: field force effectiveness is easier to achieve with Pitcher. Pitcher is a reliable partner that understands the needs of our business. Also, thanks to more engaging, interactive customer presentations, we were able to replace 90% printed sales collateral.»

— Guenter Nowak,
Head of Field Force Support



intuitive

secure



offline

mobile

The solution

Molkerei Alois Müller GmbH & Co. KG's field force has been equipped with the Pitcher Application on mobile devices.

- Fully customized solution to fit Molkerei Alois Müller GmbH & Co. KG's workflows.
- A new and optimized logic for store check activities (shelf audit activities) was implemented.
- Less complex middleware and a state-of-the-art solution to offer better, integrated modern technology.
- Best-of-breed solution, Salesforce and Pitcher, was implemented and seamlessly integrated to allow the teams to work with a stable and innovative retail solution that is easy to understand and use on a daily basis.

- The focus was to increase monitoring, automation, performance and efficiency in the Müller team, enabling the team to work smarter and faster.
- Digital transformation of sales aids to reduce costs.
- Field surveys can be started and analyzed within the same sales tool to give Müller all the feedback needed from each store visit in each POS and full control of retail execution.



Results



100% rep adoption

within the first three months with onboarding taking only two days.



Reduction of costs

by cutting 90% of all printed collaterals and replacing them with digital sales aids. Pitcher has enabled Molkerei Alois Müller GmbH & Co. KG to transfer a large proportion of information (sales documents, product information, etc.) from paper to digital form, which has reduced costs and simplified processes.



100% better customer engagement

through interactive content and access to actual promotional assets like TV spots in the POS. And most of the sales documents, product data, communication measures, etc. are available to the sales reps digitally via Pitcher for better informed interactions.



Full offline access

to the CRM, workflows, content and analytics.



Increase in efficiency

through the significant simplification of field force processes. Today the sales reps use Pitcher to record the shelf situation, promotional agreements and the use of sales promotion materials in the stores they are responsible for. Furthermore, the sales reps can see which key account promotions are planned for their customers.



Full visibility of the entire field execution

with real-time reporting and central analytics and massive optimization of the daily routines in the field. Pitcher has been integrated into the sales reps' daily work well and supports them in their daily work in the stores – so all relevant data from the store visit history can be retrieved quickly.



Full control over sales content

no more outdated information or presentations.



The support team

team leaders analyze the data collected by the sales reps via Pitcher Insight and use this data to manage the employees and their business.



Reporting system

With the reporting system built with Pitcher, Molkerei Alois Müller GmbH & Co. KG can quickly and easily analyze data, and create and update reports and dashboards as well as integrate other software into Pitcher and launch it all through Pitcher for seamless and easy to use application on the field forces' tablets.

Pitcher is a leading global technology provider for sales enablement and customer engagement.

Since 2011, the Pitcher Super App for sales enablement has been serving Fortune 100 and Fortune 500 customers in more than 140 countries. Its dedicated teams of technology and marketing experts are at the forefront of digital sales and multi-channel customer experiences in the life science, consumer goods, manufacturing and financial service industries among others.

Pitcher offers an end-to-end solution that integrates with Salesforce, SAP, Oracle, Microsoft, and many more. And we truly believe that an intuitive technology is key to elevate customer excellence while increasing the effectiveness of commercial operations.



Request a demo
pitcher.com/request-demo

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