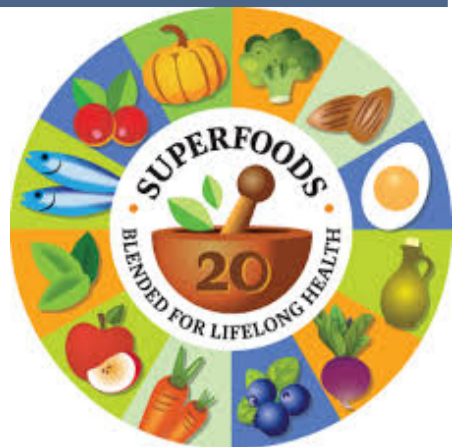


solid gold

A ReSight Case Study

How Solid Gold grew by becoming data-driven



Where it began...

Solid Gold's 45-year-old journey as natural pet food manufacturer changed in the last 4 years as they sought a more rapid growth strategy. Backed by private equity they sought to become more data-driven and make strategic decisions supported by analytics throughout every level of the company. This target would impact decisions on trade spend, packaging changes, warehouse changes and other daily decisions.

The Challenge



The immediate question became what tooling was needed to accomplish these goals. The data they could presently acquire came in all different formats: emails, excel sheets, faxes and more. Additionally, the data still needed to be validated. "We knew what we had shipped but you don't know the health of your business through what you've shipped" Sabrina Marll, Director of Analytics. Critical time was lost to the collection and verification process with little left to actually analyze the data for better decision making.

Secondarily, would the data tools have the ability to adapt to the growth changes that Solid Gold was forecasting? The need for usable data is common, having an affordable, adaptable, and comprehensive solution is not so easy to find. Around that time Sabrina Marll reached out to her friend and former colleague Jeremiah Cooper to hear more about ReSight.

The Solution

"As ReSight developed more for the field it brought a whole other level of value" Sabrina Marll -Director of Analytics

ReSight provided exactly what Sabrina and the Solid Gold team needed. With ReSight handling the collection and verification of the sales data, Solid Gold was able to focus on what the data was telling them. The collection of data alone already helped the Solid Gold bottom line. The data collection process "takes off a part time job, a head count we didn't have" - Sabrina. Countless hours that once went to chasing down distributor reports were now given to the strategic analysis of what the data was showing.

The benefits of partnering with ReSight the past four years have continued to grow. "As ReSight developed more for the field it brought a whole other level of value" - Sabrina. ReSight provided one clear sales picture from the C Level down to item level detail for each retail location. Now the Solid Gold sales team knows exactly what is happening with each item, brand, and category before they enter a store. And the ReSight CRM app with integrated data has rounded out the tools to give the Solid Gold sales team what they need to maximize their time and effectiveness.

Ongoing Partnership

Managing sales data at retail works best as a collaborative process, making the most of the data and tooling. That is where the ReSight team provides the kind of partnership that Solid Gold was looking for. "[The Service Team] has been nothing short of fantastic. I hear it at least once a week from territory reps regarding the reporting or CRM app that the help was 'immediate' and 'thorough' often being able to talk directly with the developers." - Sabrina.

ReSight also helped navigate various changes such as new packaging. "It is incredibly easy to make changes on the fly, tying together the new and old UPC that occupy the same space on the shelf but have transitioned in name" - Sabrina. Now there is one clear picture to track the effectiveness of these changes.

Along with ReSight, Solid Gold has successfully transitioned into a data driven company and continues to be a forerunner in the natural pet food industry. This partnership has provided friendship, laughter, collaborative development and a ton of growth through hard work supported by good data.



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