

A man and a woman are shown in profile, smiling and holding a glass bottle of Coca-Cola together. The man is on the left, and the woman is on the right. They are in a social setting with colorful bokeh lights in the background. The bottle is condensation-covered and has the Coca-Cola logo on it. In the top right corner, there is a red circular logo with the Coca-Cola script.

Coca-Cola

enabling sales team and
making customers happy using digital

First I would like to start with few questions.....

- 1. Name the world's biggest Hotel Chain that owns no hotel?**
- 2. Name the world's biggest Taxi Company that owns no taxi?**

How do people call for taxis nowadays ?



Source: businessinsider.com & skift.com



- The world's biggest taxi operator
- 57 countries & 300 cities
- Valued at \$40 bn
- Est. Revenue of 2016: \$8.5 bn



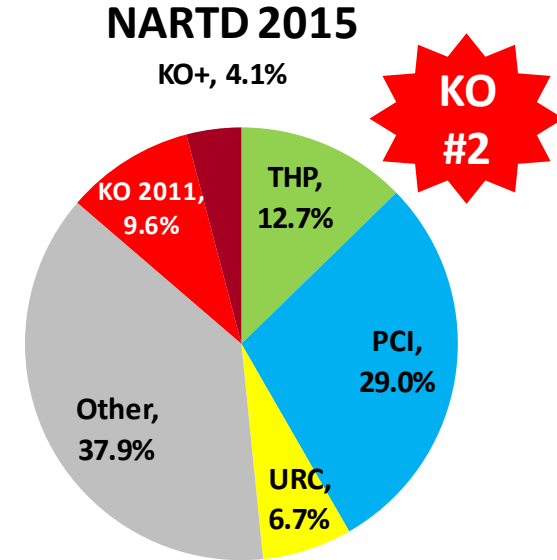
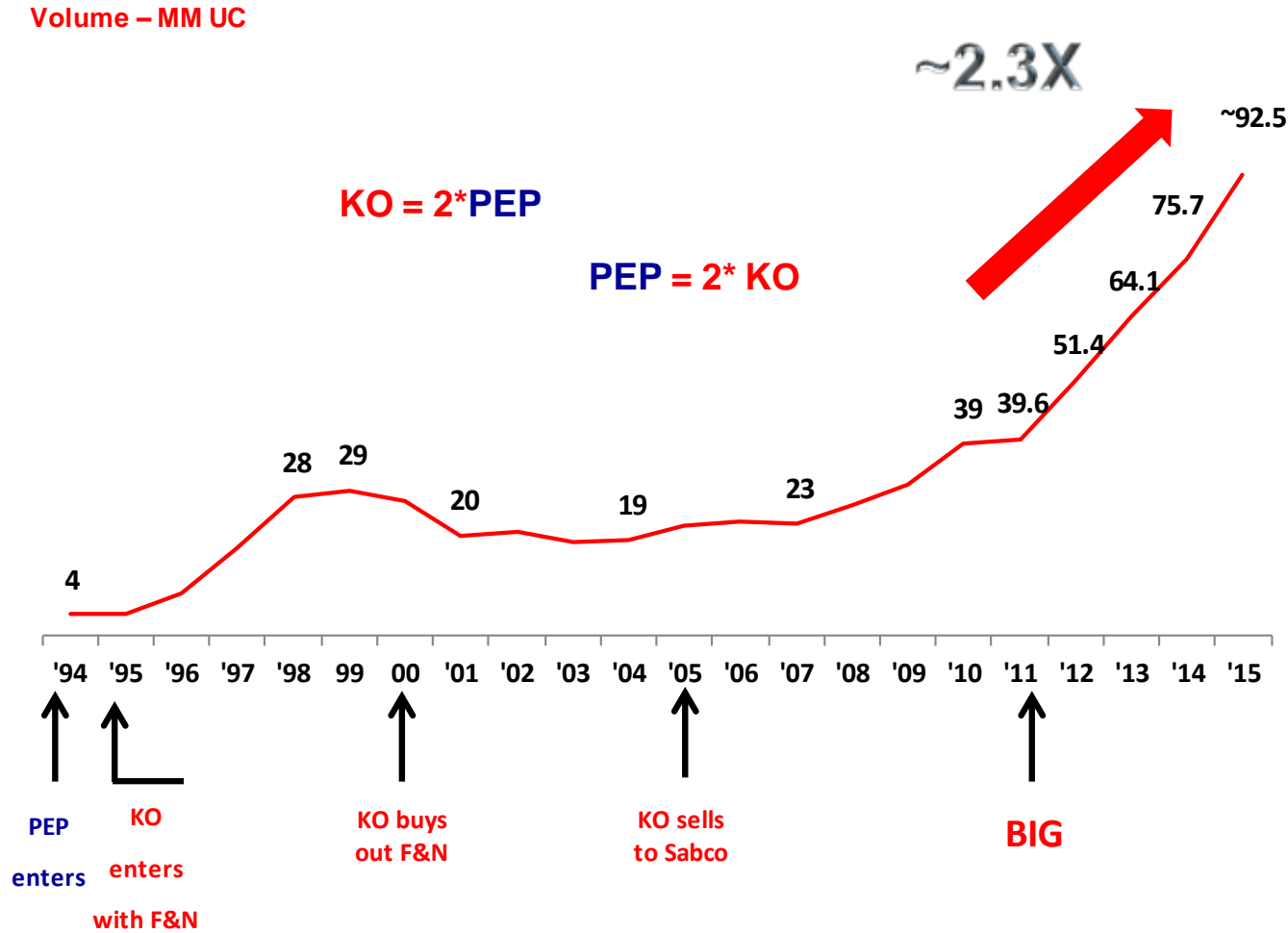
- The world's biggest hotel chain
- Over 1.5 mn listings (2014)
- 190 countries & 34,000 cities
- Valued at \$20bn
- Est. Gross Revenue of 2016: \$26bn

Demand ← **match** → **Supply**

The Digital Disruption Has Already Happened..... Have you started???



Coke in VietNam: We have stabilized and put the business on growth trajectory...



(Source: Canadean – 2015 Est based on 2014-2015 trend)

When it comes to digital..... where do we focus?

30% towards “Disruptive Solutions” to bring happiness to customers



WING
– Learnings from Cashless Project



Muacoke – Uber like Solution for outlet order

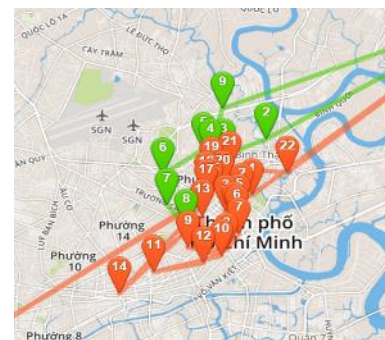


Red DOT
- Leverage 3rd Party Platform for Demand Generation

70% towards “Enabling” teams to be Engaged & Efficient



SFA - Simplifying worklife of Sales with Workflows



iMentor – Improve Coaching



Yammer - Improving Engagement of Sales Team

70% towards “**Enabling**” teams to be Engaged & Efficient - why??

Using Technology to improve the Work-Life of Sales Rep

SFA 4.x

For Sales Reps and Merchandisers

- Workflows
- Selling Stories
- Collaboration
- **UI Enhancements**

2011



2013



2014



2015



2016



iMentor 2.x

For Sales Supervisors and Managers

- Real-time Visibility of Market Execution
- Drive Market Execution Routines
- Simpler Workflows & better collaboration



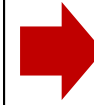
Build disciplined routines and drive visit plan compliance

Drive Supervisor/ASM visit plans to improve COACHING



PROBLEM

- High Sales staff turnover
- Only Sales Reps have standard visit plans
- Sales Sups/ ASMs need to spend more time in market



PLAN

- Build a culture of “**Every Day, Challenge Day**”
- Fixed Route Plans for Sales Sups /ASM
- Drive compliance through with “**geo-visibility**”

SALES REP ROUTE

DAYS		WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON	FULL DAY	45	45	45	45
TUE	FULL DAY	45	45	45	45
WED	FULL DAY	45	45	45	45
THU	FULL DAY	45	45	45	45

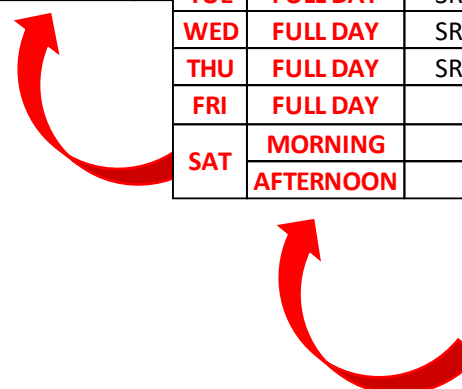
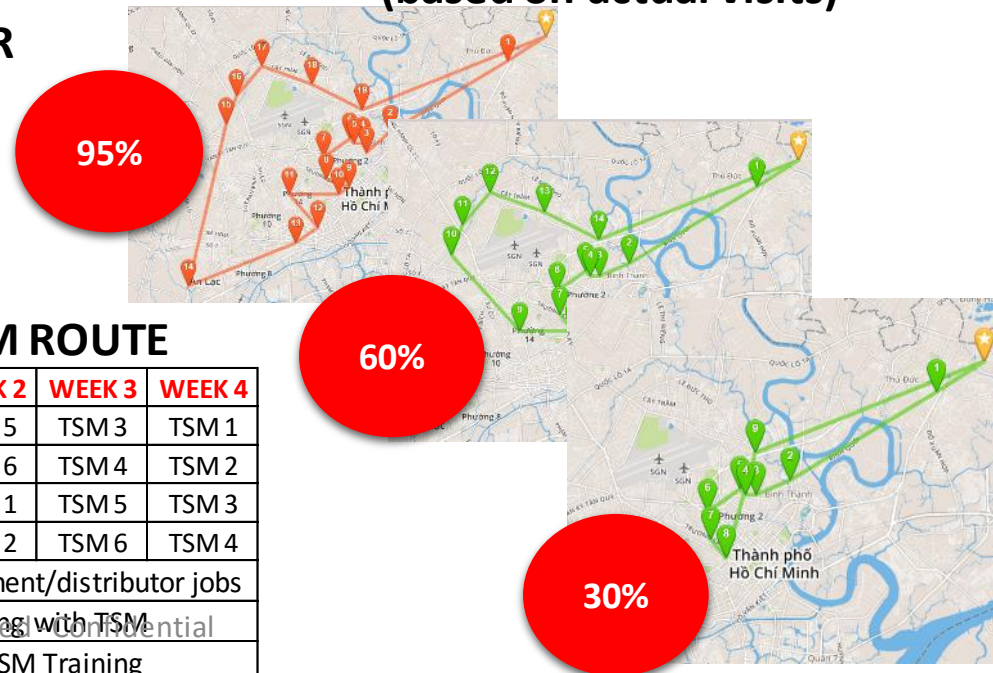
SUPERVISOR ROUTE

DAYS		WEEK 1	WEEK 2	WEEK 3	WEEK 4
FRI	FULL DAY				
SAT	MORNING				
	AFTERNOON				
DAYS		WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON	FULL DAY	SR 1	SR 5	SR 3	SR 1
TUE	FULL DAY	SR 2	SR 6	SR 4	SR 2
WED	FULL DAY	SR 3	SR 1	SR 5	SR 3
THU	FULL DAY	SR 4	SR 2	SR 6	SR 4

ASM ROUTE

DAYS		WEEK 1	WEEK 2	WEEK 3	WEEK 4
FRI	FULL DAY	Fix market issues			
SAT	MORNING				
	AFTERNOON				
DAYS		WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON	FULL DAY	TSM 1	TSM 5	TSM 3	TSM 1
TUE	FULL DAY	TSM 2	TSM 6	TSM 4	TSM 2
WED	FULL DAY	TSM 3	TSM 1	TSM 5	TSM 3
THU	FULL DAY	TSM 4	TSM 2	TSM 6	TSM 4
FRI	FULL DAY	Handle document/distributor jobs			
SAT	MORNING	Meeting with TSM			
	AFTERNOON	Join TSM Training			

% Route Plan Compliance (based on actual visits)



Simpler and more effective workflows

Eliminate paper and reduce turnaround time (eg: cooler placement)

Problem

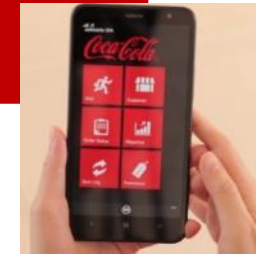


- Get a new cooler: >6 weeks
- Time in approvals: >4 weeks
- 6 printed forms
- 15 signatures

Destination



- < 3 days approval
- Eliminate paper
- Photos and digital signature
- Transparent process



Eliminate >100K Manual Forms
Achieve Cooler Request to Placement time <1 Week



Step 1
Identify the need



Step 2
Sell the right cooler



Step 3
Order cooler



Step 4
TSM, ASM
approve by I-mentor



Step 5
Cooler admin
assign the cooler allocation



Step 6
Installation
at outlet

Live Demo

Simpler and more effective workflows

Menu Workflow – Enabling the Delivery of customized Menu Cards/ Boards to E&D outlets



POP Menu Request process



Yammer is “fuelling” engagement & healthy competition

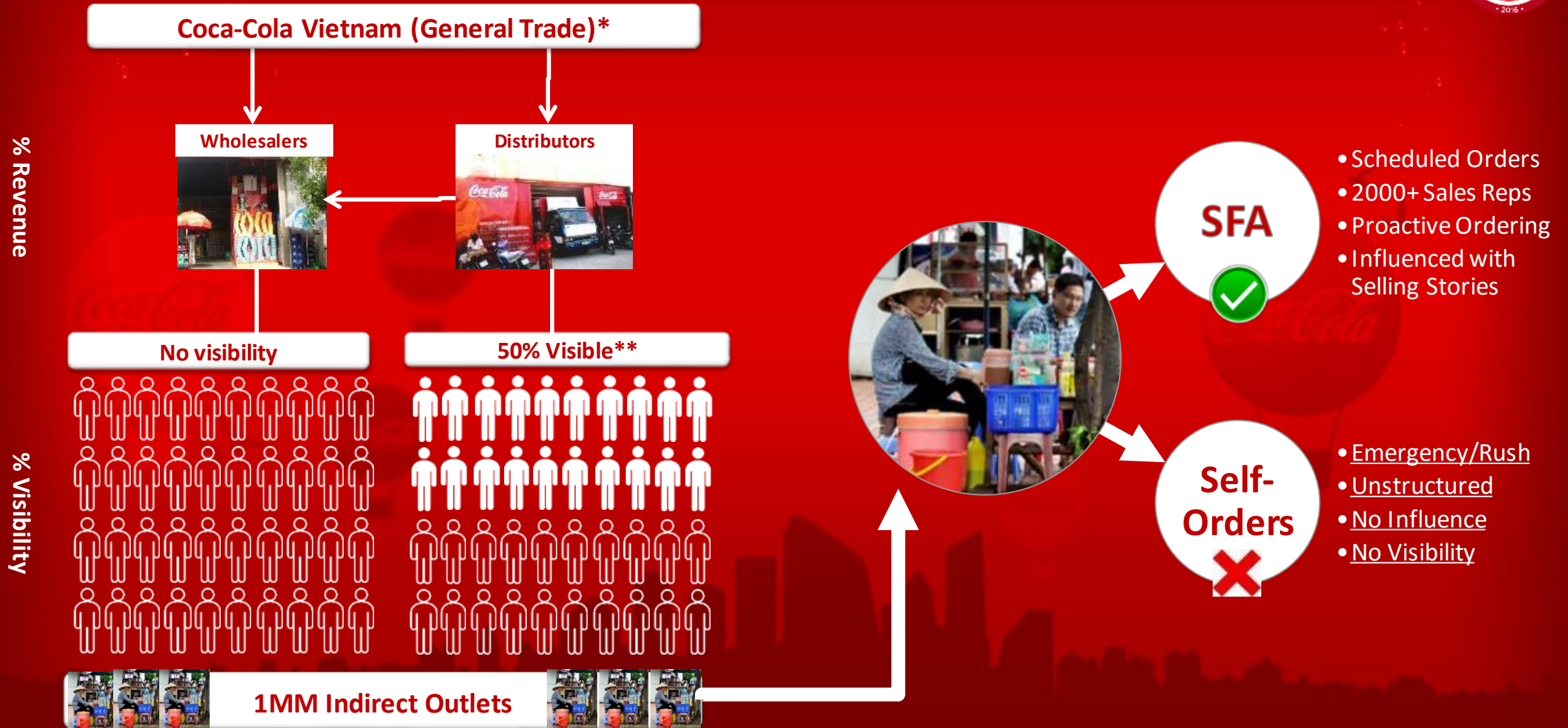
Sales reps are showing off with Pride – we have turned a corner !!!

1000+ pictures posted in last 6 weeks on Yammer to demonstrate good execution

Classified - Confidential



General Trade : Can self-ordering enable visibility?



Key Learnings...

Retailer adoption rate is encouraging..



1 OF EVERY 2

customers have a smart phone

(835/1700 customers in the pilot area)



2 OF EVERY 3

customers downloaded and made at least one purchase using MuaCoke

(517/835 customers in the pilot area)

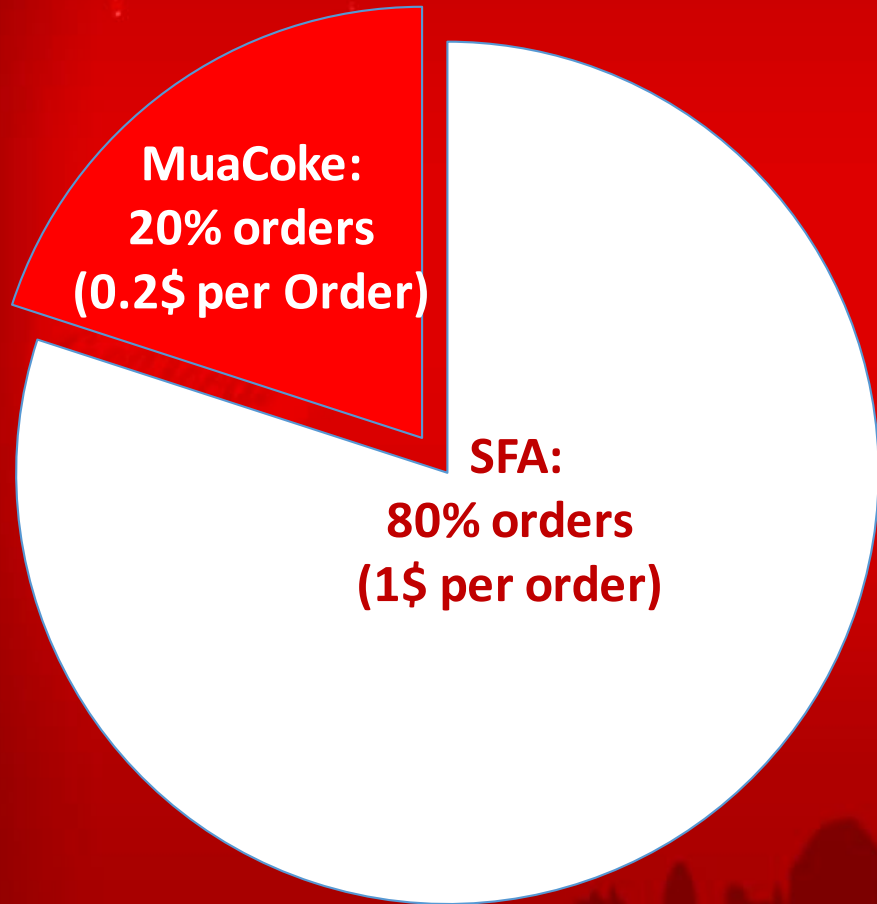


44% of the registered customers order using MuaCoke on a regular basis

(226/517 customers in the pilot area)

Key Learnings

20% of total orders were self-orders in the pilot area



620

Orders placed on
MuaCoke each month

2,530

Orders placed on
SFA each month

12,500

Total Physical Cases
Ordered each month

Key Learnings

Retailers ordered more in MuaCoke Pilot Area vs. Non MuaCoke



+1.5%

**Higher Sales
Growth**

Muacoke Area Growth 7.9%
Non MuaCoke Area Growth 6.4%

+1.2%

**Strike Rate
Growth**

Before MuaCoke 43.8%
After MuaCoke 45%

+7.9%

**Incremental
Cases Ordered**

Before MuaCoke 2,935 PC
After MuaCoke 3,146 PC

+2.8%

**Incremental
Orders /Week**

Before MuaCoke 767
After MuaCoke 789





If we expand MuaCoke to Supplement SFA

An Opportunity to double outlet coverage at 1/3rd of current cost*

VIETNAM – TODAY (Presell with SFA)

50%

Retailers are serviced using Presell



Expand with Presell with SFA

100%

Retailers are serviced using Presell



3.9MM Orders Generated in 2015

\$3.9MM Annual cost for generating Orders

With current model we need similar investment as we have done today



If we expand MuaCoke to Supplement SFA

An Opportunity to double outlet coverage at 1/3rd of current cost*

VIETNAM – TODAY (Presell with SFA)

50%

Retailers are serviced using Presell



Expand with Presell + muaCoke

100%

Retailers are serviced using Presell



3.9MM

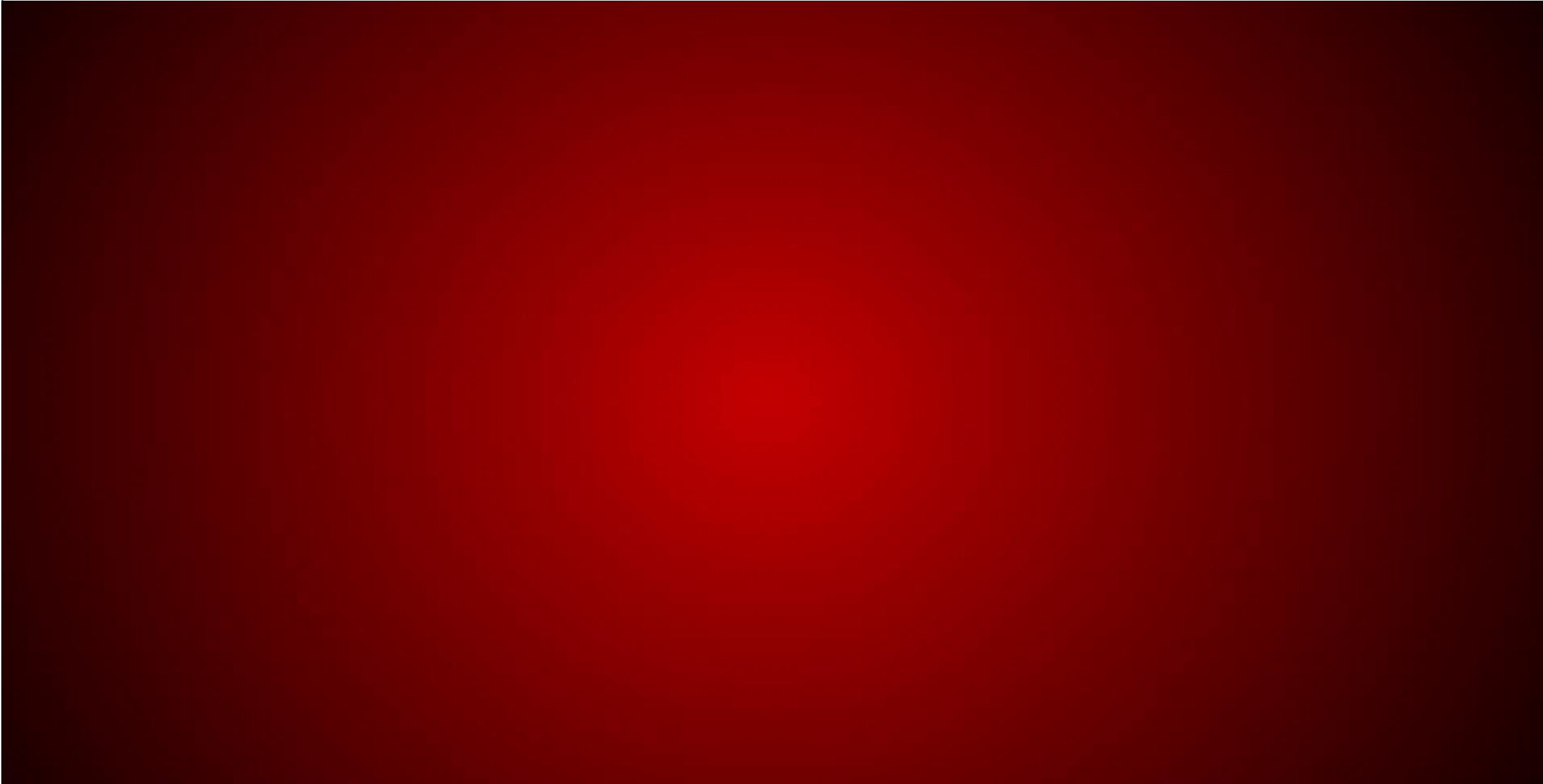
Orders Generated in 2015

\$3.9MM

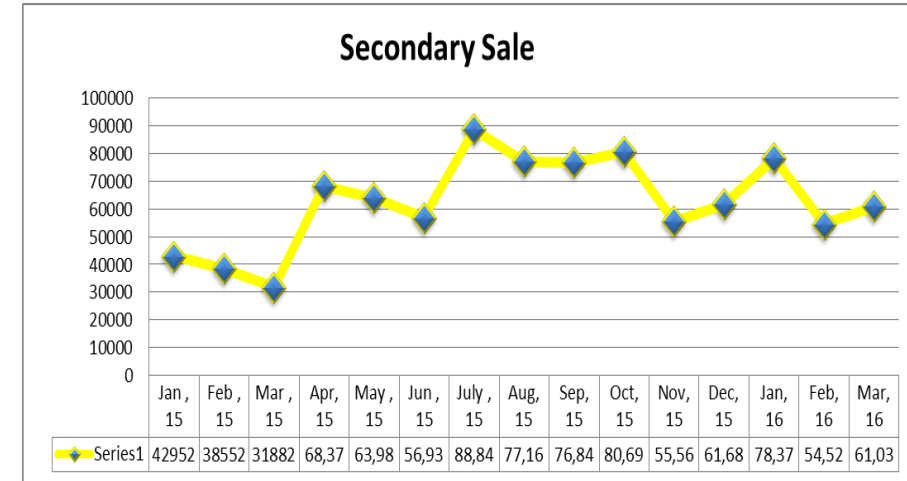
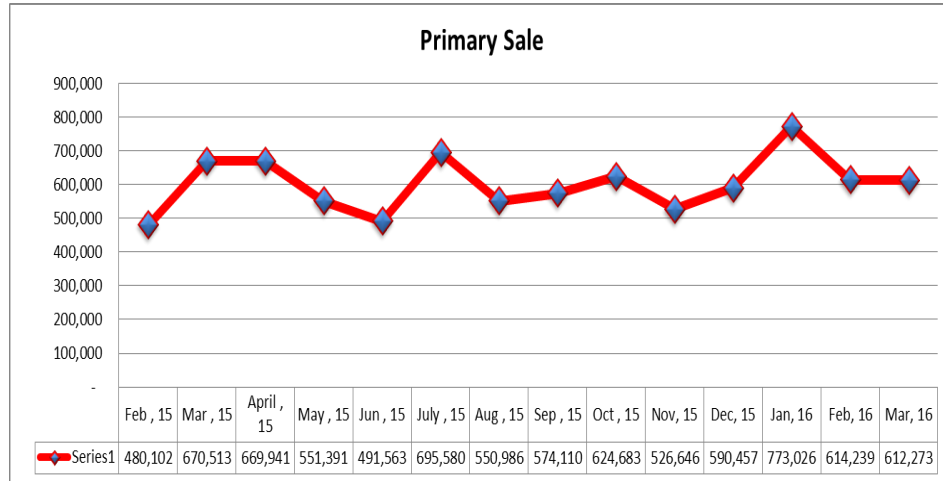
Annual cost for generating Orders

- ✓ 20% orders using MuaCoke; There is potential to save huge \$\$ each year
- ✓ What if 50% of orders are Self-Orders?
- ✓ What is the size of prize if this applies to all of you?

How to prepare our business to leverage cashless in Cambodia??



Cashless adaption continues to grow significant part of our business is now cashless ...



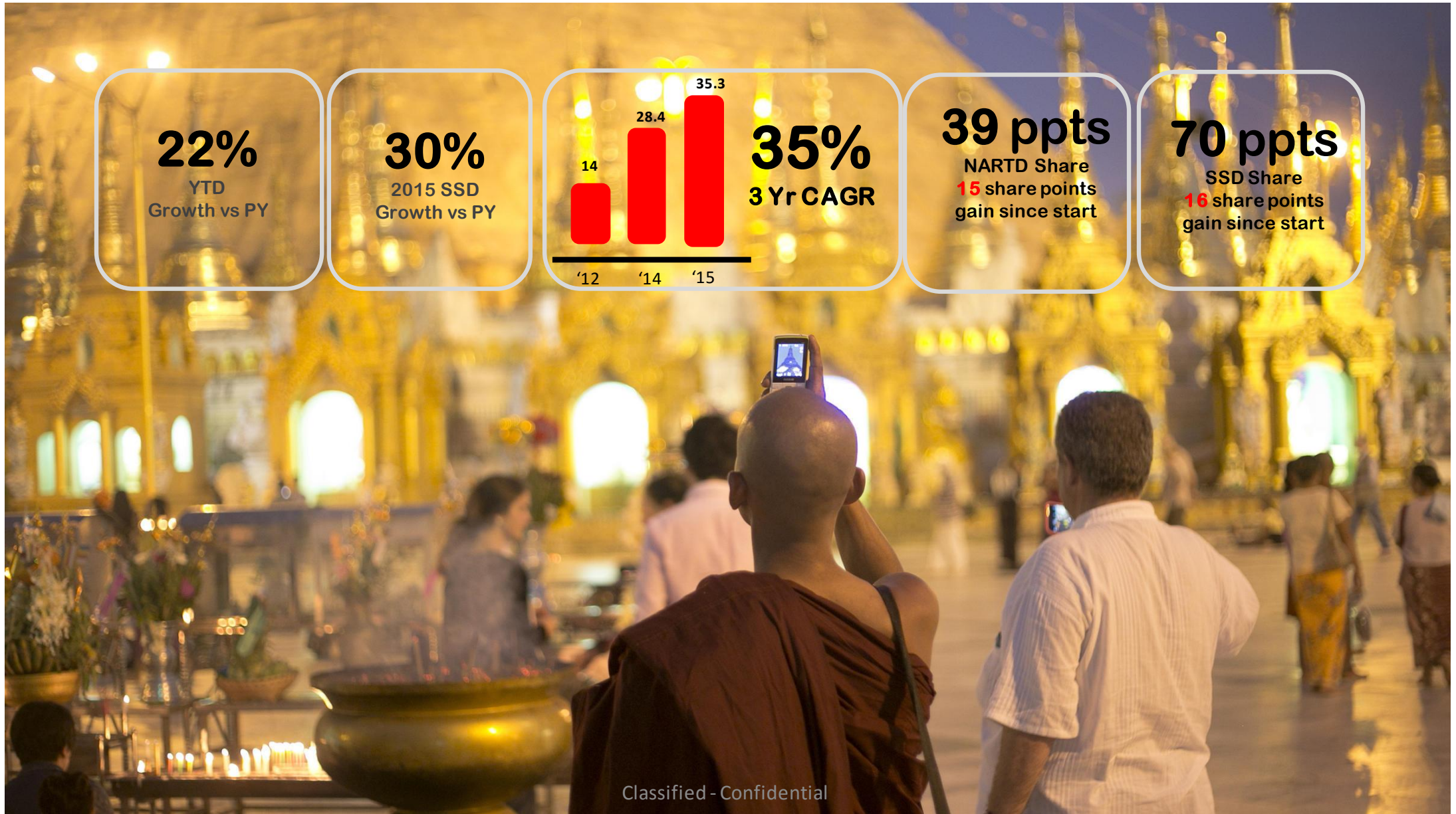
❖ **Primary Participated : 68**

❑ **The Avg Transaction/week stable from Feb-Mar due to total volume was decline.**

❖ **Secondary participate : 117**

❑ **The Avg Transaction/week +12% from Feb-Mar due to some outlets build up their stock before Khmer New Year**

Coca-Cola in Myanmar is making good progress... and so as its people...



Addressing Consumer Recruitment Challenge.....

Leveraging Social/Mobility wave in Myanmar

Today

- Significant spend on Consumer Marketing
- Resource Intensive
- Complex Retailer Settlement..

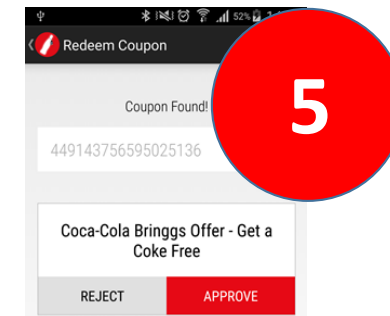


Destination

- Leverage Local Social Platform I,.e Viber/Facebook/WeChat
- Eliminate UTC/Label Printing
- Easy Retailer Settlement

How it works?

1. Identify Target Consumers
2. Push Offers local Social channel
3. Consumers go to nearest MuaCoke (VN) or Wing (KH) or RED Dot (MM) retailer!
4. Retailer Authenticates disburse Coupon
5. Retailer get reimbursement from company



Recruiting consumers for new products

leveraging social and red dot rewards.....




Recruiting consumers for new products

leveraging social and red dot rewards.....

dot Red Dot Rewards

HOW IT WORKS



Buy 1 Top Up of 3000MMK and above to get a Burn Reward

How to claim reward:

1. Enter the required Top Up's
2. Go to one of the Red Dot Rewards stores and show the unlocked QR Code to claim your reward
3. Enjoy your Ice cold beverage

* Only redeemable at Red Dot Reward Stores
* Product must be claimed by the 7th October 2015

PAY ONLY **0 KS** YOU SAVE **400 KS**

27 days remaining Almost gone

[SEE TERMS & CONDITIONS](#)

DESCRIPTION

Buy 1 Top Up of 3000MMK and above to get a Burn Reward

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SHARE

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Q&A

