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Monster Norway improves visibility, efficiency and productivity with higher data quality and real time reporting

Monster Energy is one of the highest market-share energy drinks created back in April 2002. They produce a variety of energy drinks aimed to fuel athletes, musicians and fans of all types.

Monster Energy is a unique customer of Zaptic's, using the software to track, manage and support field sales teams during store visits. Working with Zaptic for over 9 years, Monster Energy has recently adopted Zaptic 2.0 to continue to maximize their efficiency, productivity and visibility of data.

How do you use Zaptic?

Thomas van Rijmenam, Country Sales Manager for Monster Energy explains: We use Zaptic for measuring and reporting field sales activity, their performance and their efficiency to ensure their success in what they do. Which is hard to do since they're not directly responsible for growth. Thomas van Rijmenam explains.

He adds: Then the information captured is presented in a dashboard where we cover a lot of success criteria, including variety of performance with distribution and so forth. Which is reported up to Senior Management, for instance.

Christoffer Fatland: It's efficient, easy to use, and it captures the necessary data without the end user having to spend too much time populating.

What did you do before Zaptic?

Thomas van Rijmenam, Regional Manager, Monster Energy Norway: It had been a long wish for my side to have a proper working reporting tool for our Trade Development Managers (TDMs). So, I'd been trying to change it internally as we were working with a very old system.

Before Zaptic we were working with different Excel files or Google Documents, and things like that. Before we implemented it, it was just a wild guess or best estimate in some of our Excel trackers or Google forms or other manual methods that were prone to error and difficulties.

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Some of the key challenges Monster Norway was experiencing was a lack of consistency in their data structure, a lack of trust in their data accuracy and being able to report effectively on performance and efficiency of their team.

Thomas van Rijmenam reflects: Wow, I think the biggest challenge was that we have six TDMs all doing an average of 12 store visits per day. And if you capture that in an Excel file, it fills pretty fast with all the different lines we use so there was actually no real overview, and it was really sensitive to errors. If you put something wrong in that the format didn't work or you couldn't see it and must scroll through all the data again, and so it wasn't functional.

Why Zaptic?

Christoffer Fatland highlights: The interface is easy to understand in terms of the units that build the flows and then flow into the dashboard. The support from the Customer Success Team was great and I appreciate the guidance throughout the implementation process, as well as the super user training.

Thomas van Rijmenam adds: So Zaptic already worked with the UK team and so it was the most logical thing to do. We were looking for a report tool to capture the TDM activities and to put them into some kind of dashboard. I think there are many ways of doing this, but I think what they built for me in Zaptic was straightforward. It's easy. The next step is to then pull the data in, and we put it in the dashboard. It's straightforward.

He continues: It's simple, easy to use. It's even easier to use and function than before and I think we're really making a difference as it's taking up less time for TDM's to fill it in when they are in store. It is much easier to use even than the old version, which means they fill it out in real time, improving data accuracy.

Christoffer Fatland adds to this: A service minded Consultant can only work within the framework of the software tool. I find that with the Zaptic team it's a high willingness to support, but also willingness to challenge the flexibility of the software, to provide an optimal solution for us.
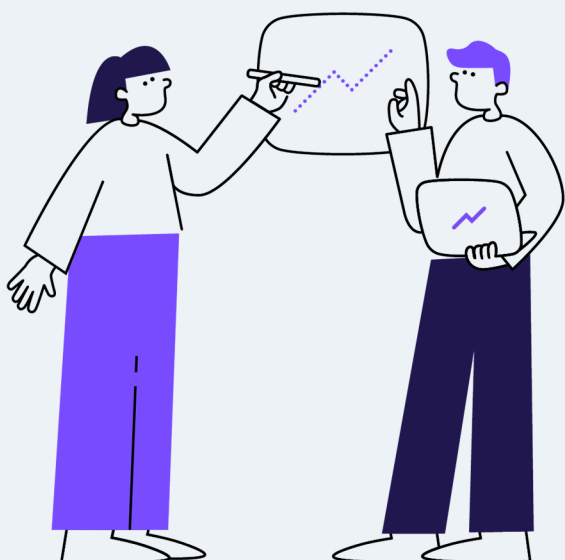
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How has Zaptic improved operations?

Zaptic functions as a one-stop-shop, because in addition to building the flow and tracking the data, you have the dashboards available in Zaptic. Christoffer Fatland explains. It also can save a lot of customer data that sales reps can pull up about each outlet. It allows for management to allocate tasks in the platform which saves some emails or calls or SMS back and forth. It also means when the sales rep is in store, they have all the information they need within the app easily accessible at the point of use instead of having to look for files.

He continues: We can easily track tasks that needs to be done. And of course, the Power BI showing the finished calculations are a huge time saving benefit. Zaptic also measures how much time the sales reps use per store visit, allowing us to benchmark the efficiency for each outlet.

Thomas van Rijmenam adds: It went from a paper exercise to digitalized so there's no discussion. Before Zaptic TDMs were just filling in documents, which was messy. If I needed to calculate their bonus or to see what they have done it was difficult. Now there's no discussion about it, if it's not there logged in the system then you haven't done it. There's now an effective way to track activities completed which is more efficient and professional.
I think for me personally it frees up hours and let's say somewhere between four and eight hours a week, which is a huge saving.

Why would this benefit other areas of Monster?

Thomas van Rijmenam explains: In my opinion, I think all areas of Monster need Zaptic. We have a few areas with fulfilled programs where we can now compare results to come back with answers, share best practices and continually improve. Being able to look at what's working and back it up with data is important, otherwise you're comparing apples and pears from all different countries. One system with standardization will make things much more efficient.

Christoffer Fatland comments: Using Zaptic allows our organization to control that our international ways of working are upheld and to be more aligned. It enables us to measure and report on this both collectively with the sales reps and on a management level.
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Feedback From Users

Christoffer Fatland highlights: The end users find the flows easy to use. Implementation went smoothly.

There are some functions in the software that I want to start using even more going forward. For instance, assigning task follow-ups and utilizing the guides functions even more.

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