

Myrtle Assists Global Beverage Giant with Company-Wide Compliance

One of the world's most prominent beverage companies was trailing behind its top competitor with regard to retailers' needs and supply chain capabilities. The beverage giant also struggled with performance variations in North American sales centers.

The beverage company had a clear vision on how to turn these issues around. They created the company's first-ever operating framework. Myrtle Consulting Group was hired to institute the plan.

Client Challenge

Using Passion to Reach New Standards

As part of the operating framework, Myrtle consultants were given three strategic priorities to institute at 379 sales centers located throughout the United States and Canada:

- Grow the value of existing brands and expand product portfolio
- Transform go-to-market model while improving efficiency and effectiveness
- Establish a positive and inclusive culture to attract, develop and retain a talented and diverse workforce

The company's Operational Excellence Module (OE-1) was designated to reduce variation issues. A set of 25 standard operating procedures (SOPs) and work instructions were to be installed. Their implementation, along with management routines, would also increase performance. To be deemed compliant, each sales center needed to earn a grade of at least 90% versus the compliance testing audit scorecard.

Myrtle Approach

Swift Pace for a New Turn Around

Myrtle Consulting Group created teams within each business unit. The team was comprised of 32 employees with the following assignments:

- 6 Business Unit Captain – Responsible for managing four implementers
- 26 OE-1 Implementer– Responsible for training, coaching and auditing sales centers

Teams were directed to focus on two market units. There were 8 to 20 sales centers in each market and each team was given 8 to 12 weeks to comply with SOPs and work instructions

The Results

Improving Performance with Winning Results

The Myrtle engagement was successful in getting 371 of 379 of the beverage company's sales centers compliant. The North American business units received an overall compliance score of 96.4%.

Compliance scores for regional business units were as follows:

Canada – 95.5%

Northeast – 96.7%

Great Lakes – 96.4%

Southeast – 95.6%

Midwest – 96.7%

Southwest – 96.8%

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Increased Overall Compliance

Successful Engagement

379

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