FOOD SERVICE PRODUCT GUIDE FOR LEADING RETAILER, ROASTER AND BRAND OF SPECIALTY COFFEE COMPANY IN USA

Industry: Food

Customer Profile

The client is the leading retailer, roaster and brand of specialty coffee in the world, with more than 15,000 retail locations in North America, Latin America, Europe, the Middle East and the Pacific Rim - wherever there is a demand for great coffee.

Client Situation

- The client needed a system that will generate the Product Guide and replace the legacy system
- The system needed a facility to generate the electronic product guide which will be used to book the orders
- Client is having various Coffee brands, system needed to have facility to add the new brands in future and a very user friendly process to upload the product details
- Client also required a facility to export the Product Guide reports to PDF, XL formats

Congruent's Solution

- Congruent developed an online order processing System for the use of clients Marketing Executives.
- The sales executives use this product at various customer locations for imparting knowledge about various products and special offers for customers.
- This gives the sales executives the option of selecting various products online and submitting a sales proposal in a portable document format to customers

Key Challenges

- Developing a very intuitive user interface that requires very minimal training
- Data Import module that has to deal with different parameters of Coffee products
- Generic SSRS module that has to support different combinations of brands and categories

Benefits

- Congruent's custom solution effectively replaced the customer's legacy System of order booking, which was not exactly supporting the unique business scenarios
- This solution gave client a facility to generate the Product guide on the fly as per the client requirement without any rework resulting saving of labor and cost
- The application is having facility to create templates, this resulted into saving the time for repeated orders for a specific Coffee brand, type and so on.
- Facility to share the templates to any other Marketing executive, resulted into Cost & Time saving for client which promoted productive collaboration between sales personnel

Technology Used

- .NET, C#, ASPX Web Services, AJAX
- Microsoft SQL Server 2005 and SSRS
- Microsoft Click Once

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