



Rockstar Energy Increases Productivity of Mobile Sales Managers by 33% with StreetSmart™



33% more customer visits

Benefits

- ◆ Completed 33% more customer visits per rep per day
- ◆ Improved customer service and employee retention
- ◆ More effective management of distribution network

The Company

Founded in 1998, Rockstar launched into the fastest-growing segment of the US beverage market at the time: energy drinks. By 2007, Rockstar was one of the top three energy drink brands in North America, and had sold over a billion cans. Rockstar is available in over 30 countries.

The Challenge

With nationwide distribution of its 20 Rockstar Energy Drink flavors, Vice President of National Sales Tony Guilfoyle faces the daily challenge of managing a widespread sales force.

“As our company and sales force continued to grow, we needed a better way to manage our distribution network and a large number of remote employees,” says Guilfoyle.

The Solution

Rockstar Energy implemented StreetSmart to address that need, and to “track their sales representatives’ mileage, stops, and time spent at each stop.

In short, we needed to make sure every store on every route was visited regularly, and got what they needed. It was a customer service concern for us,” he says.

"We can run various StreetSmart reports and review that data. For example, we know that John had 15 stops per day, with an average of 16 minutes per stop, and that was consistent with previous weeks. So, we know that John is covering his route, serving every customer in his territory, and spending an appropriate amount of time with each customer"

– **Tony Guilfoyle,**
VP of National Sales, Rockstar Energy

According to Guilfoyle, the National Sales Management team is now in a better position to ensure that every sales representative covers his or her territory completely. "Before we implemented StreetSmart, we had to rely on anecdotal evidence to make sure that every store that carried Rockstar Energy Drink received a visit from one of our reps on a routine basis."

Today, Rockstar Energy sales representatives each carry an iPhone with the StreetSmart application. They check in on StreetSmart to start and end their shifts, as well as start and end jobs at every location.

The Results

According to Guilfoyle, implementing StreetSmart has meant an increase in the number of customer visits by 33%, or from about 15 daily stops to 20 per representative.

"We have coordinators who review the data and manage the day to day operations. When we see that someone is spending too much time at any given stop, we can help them adjust for that and become more efficient," Guilfoyle says. "More stops in the day mean greater frequency at each account, which translates into better brand presence and thus more accounts. And that means more sales."

Guilfoyle goes on to say that effective management creates more effective employees. For Rockstar Energy, that means utilizing StreetSmart, which he says has proven itself "a high value solution."

"What would it say about me as a manager if I didn't measure employee effectiveness or manage customer satisfaction? StreetSmart lets me do that, and lets me understand who's working hard, and who needs some coaching," says Guilfoyle.

As Rockstar Energy coordinators review StreetSmart data, they look for patterns in sales performance. Guilfoyle says, "I understand job role and responsibility, and can see each individual employee's general efficiency. When we go over this information at performance reviews, we can help each representative understand how to improve, and that's helping us keep our A-players on the team while helping other employees step up their sales performance."

The Future

Looking toward the future, Guilfoyle says that Rockstar Energy is looking forward to seeing StreetSmart evolve with his needs. "We're excited about the new ways StreetSmart will help us improve our sales team effectiveness," he says.

He concludes: "StreetSmart is an invaluable tool, especially for those of us who manage a widespread sales force. It's a great way to help remotely manage employees. StreetSmart gives us the oversight we need to guide and coach our employees, ensure they're completing their routes effectively, and help them improve their overall sales performance."