Street**Smart**

StreetSmart® Helps Core-Mark Streamline
Merchandising Logistics

Core·Mark®

Challenge

Managing 100 product merchandisers moving over 130,000 square miles—some quite rural—is no easy feat. The company's approach to field management at the time made it impossible to gain clear visibility into the quality of the customer experience, gauge worker honesty, evaluate productivity, or collect any solid data to inform needed improvements.

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Solution

Onboarding cloud-based administrative software designed specifically for a mobile work workforce made it easy to track its merchandisers (even in rural areas!), create custom electronic checklists, gather information specific to Core-Mark's business and transmit key information in real time between the field and the office. An easy-to-use interface enabled managers to create service benchmarks and deliver key performance feedback to the team.

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Results

StreetSmart ® helped Core-Mark deliver superior service to its customers.

RUN AN EFFICIENT, TRANSPARENT AND SCALABLE BUSINESS WITH STREETSMART®

About Core-Mark
Core-Mark is one of the largest wholesale distributors to the convenience retail industry in North America, providing sales, marketing, distribution and logistics services to approximately 42,000 customer locations across the United States and Canada through 32 distribution centers. The company's origins date back to 1888, when Glaser Bros., a family-owned-and-operated candy and tobacco distribution business, was founded in San Francisco, California.

CHALLENGES

Core-Mark employed a large field merchandising team that fanned out over a large geographic area to deliver and display products, in-store, to a diverse set of retailers. The company needed a way to be sure their workers were being fairly compensated for time and mileage while also protecting the company from fraud and overreporting. In addition, the company faced:

- **Transparency troubles.** Core-Mark needed a way to see not only where its merchandisers were, but how long they were spending in each store, and how much mileage they incurred while dropping off and displaying merchandise.

- **Documentation woes.** When questions or complaints arose, it was important to be able to produce proof of service to the company's customers, including minute-by-minute digital trails detailing what time the merchandiser arrived, plus photos of the merchandise before and after display.

- **Personnel conundrums.** Without specific data about productivity and service quality, it was difficult for the company to offer clear, actionable feedback to its merchandising team members about how to improve.

- **Training tribulations.** Creating and implementing a uniform set of training expectations was a challenge for a large, geographically dispersed team, and yet the company needed to ensure a consistent level of service that aligned with its brand promise.

- **Data dread.** Producing analytic reports of any kind to inform the company's senior management about the team's performance. Without clear analytics, there wasn't a clear path to improvement nor a sure sense of the team's capacity to scale its operations up or down based on operational considerations.

StreetSmart® Made a Sustainable, Positive Difference

ONCE CORE-MARK IMPLEMENTED STREETSMART® MOBILE WORKFORCE SOLUTIONS, THE COMPANY QUICKLY SAW BENEFITS.

- The company realized **tremendous efficiency gains** by introducing StreetSmart® Jobs Management, which simplified dispatch operations, and enabled specific, customized job forms and checklists to clear up expectations. Workers could easily receive and record job information on their mobile devices.

- A **higher level of customer care** was possible once quality standards and proof-of-service documentation became part of every encounter with the merchandiser servicing their stores. StreetSmart Track and Trace® made it easy.

- **Training new field merchandisers became easier** both for team lead trainers and workers alike with specific competency benchmarks and clear pathways to improvement in place. StreetSmart® Advantage's full suite of mobile workforce management capabilities put it all on one app.

- **User-friendly reporting and analytics** made it easy to inform decision-making and make personnel decisions. StreetSmart® Mileage Manager and Time Sheets provided real-time data to make it happen.

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> StreetSmart® helped us weed out employees who were simply bad actors. In their place, we were able to assemble a dream team of mobile merchandisers who are the best of the best. An average merchandiser used to service maybe 3–4 stores a week. That average went up to 7–10 stores a week. Doubling efficiency is a big win for everyone.
>
> —Kristen LeMaster
> Merchandising Manager
> Core-Mark

GET IN TOUCH

Since 1999, StreetSmart® mobile workforce solutions have empowered companies to gain visibility and improve productivity into their mobile workforce management operations. Using mobile technology, cloud-based administrative software and back office APIs, companies can quickly implement a complete solution that meets their mobile workforce management requirements.

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