



Case Study

Foodservice Manufacturer lowered pending claim dollar amount by 83% in just under 2 months

GO Simple

Simple Solutions for Complex Industries

Overview

A leading North American foodservice manufacturer of high-quality confections and nut products. They suspected they were overpaying on claim submissions but did not have the proper tools to measure the overpayments effectively. They knew there was double dipping -- even triple dipping -- occurring but did not have a process in place to find and address the issue before paying claims.

Business Challenges

The manufacturer did not have a formal trade promotion management system in place prior to partnering with GoSimple. They were managing their trade spend internally using a memo system that required their team to save the data on a shared drive. This made it difficult to keep all of their deals straight since all of their information was not stored in a single database.

These things combined created frustrations for management and sales reps. Not only were frustration levels high, but so were their outstanding pendings (incoming claims that didn't initially reconcile to a contract). If not handled quickly and properly, pendings can cause monetary losses and additional work.

"The GoSimple team has been extremely helpful in the implementation and integration of the system. Their Customer Service is excellent and the system is easy to use. We are very happy with our choice to partner with them."

GoSimple Impact

The manufacturer partnered with GoSimple. After implementing GoSimple and familiarizing themselves with the platform, the manufacturer teamed up with GoSimple to attack their high pending balance. At the end of August, they started off with a pending count of 465 and a balance of \$800,197.37.



GoSimple's team worked with the foodservice manufacturer to identify:

- Contracts that were missing and worked with the Regional Sales Managers (RSM) to get them set up in the system.
- Contracts that needed to be updated and worked with the RSMs to get them updated.
- Major issues around missing products or categories when the contracts were originally created.

Within less than 2 months, the manufacturer's pending count was down to 49 and their balance was down to \$137,663.37. **The dollar amount decreased by 83%!** The client now has a handle on their pendings, which creates a faster turnaround for claim processing and a decrease in deductions occurring...that also means double dipping goes down too!

