

Hershey's Ice Cream Improves Sales and Operations with Help From Technology Advisors, Inc. & Creatio

COMPANY PROFILE

Hershey Creamery Company (Hershey's Ice Cream) is one of the top 100 ice cream manufacturers in the US. The company sells more than 120 flavors of hand-dipped ice creams, sherbets, frozen yogurts, and novelty packaged desserts. Since 1894, Hershey's has strived to guarantee quality products, provide excellent service, establish competitive prices, and provide true value to its customers. These days, the company has over 30 distribution hubs across the East Coast, in Texas and Nevada with 150 sales representatives in the field at any given time.

Challenges:

- Inability to track sales data effectively
- Managers had limited visibility into sales activities
- Traditional sales and account management practices slowed teams down

Goals:

- Digital transformation to modernize sales process
- Adopt a solution tailored to business needs
- Rapid implementation of solution for immediate usability

Watch the Video Testimonial For Hershey's Full Story



Outcomes:

- ROI: 165%
- Payback: 8 months
- Increased sales productivity
- Reduced administrative overhead
- Proactive, data-driven initiatives