
Case Study

Achieving a 60% Sales Improvement with AoFrio Monitored Cooler

Executive Summary:

This case study examines how AoFrio's innovative technology helped a major bottle cooler company in South America improve fleet visibility, better analyse data, and generate valuable insights to drive sales efficiency. While it's widely known that strategic positioning at the right temperature can increase productivity, customers are often unaware of the business potential quantitative data collection can provide. In this case study we'll assess the impact of colder beverages and point-of-sale (POS) positioning on sales performance, commercial planning, and maintenance strategies.

Challenge:

In a highly competitive beverage industry, the customer faced low sales turnover and lacked visibility and asset management solutions. The objective of this analysis was to quantify the impact of cold beverages and strategic positioning within stores on sales performance and ROI.

Solution:

To address these challenges, the customer decided to implement AoFrio's solutions for new coolers and opted to retrofit existing coolers in the field. This retrofitting process was conducted in the market, eliminating the need to transport coolers to customer facilities, which resulted in a cost and overall time saving.

AoFrio provided comprehensive support throughout the 10-week project, addressing all pain points, and transforming them into profitable solutions for the customer. The implementation involved the use of [monitors](#) and [the AoFrio Ecosystem](#), which offered standard insights such as maintenance alerts and door opening counts.

Additionally, AoFrio's support team enabled the customer to leverage the connected fleet for market research purposes. The connectivity aspect was crucial as it allowed for cost-effective analysis with a broader reach.



AoFrio's approach to connectivity involved designing a tailored ecosystem in collaboration with the Customer Success Manager. This ensured that the selected options aligned with the customer's goals and delivered a positive return-on-investment (ROI). The [AoFrio](#) ecosystem continues to evolve and innovate, both in terms of technology and execution.

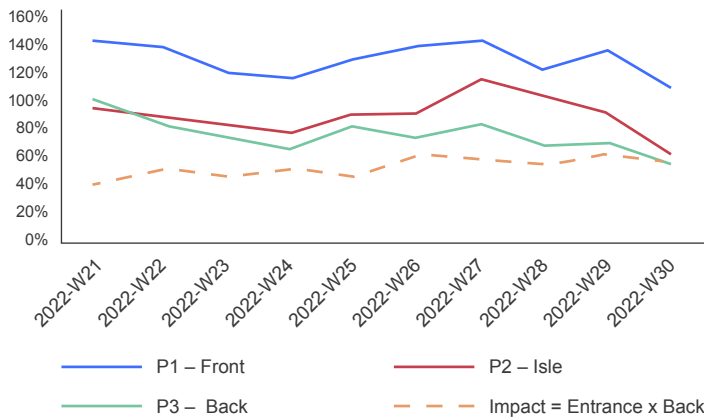
By leveraging AoFrio's solution-driven ecosystem, the bottler successfully captured data from their bottle coolers, translated it into actionable insights, and experienced improvements in fleet visibility and sales efficiency. Imagine your company using real time, data driven information to make more strategic business decisions with a holistic approach? This case study highlights the significant impact of colder beverages and strategic positioning on sales performance, enabling the customer to drive business growth.



Results:

1. 60% improvement in sales with strategic positioning of cooler

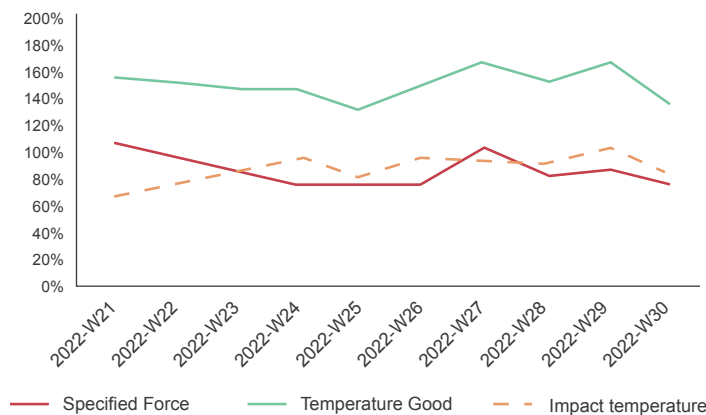
According to our analysis of the 2000 cooler fleet, which includes beer and beverages, we have observed a significant 60% improvement in door openings when the coolers are positioned at P1 (Entrance) compared to P3 (back of the store). This positive impact has been consistently maintained over a period of 10 weeks. This data suggests that strategically positioning the coolers at the entrance can effectively drive sales.



| In-store position | Door Openings | Equipment quantity |
|-------------------|---------------|--------------------|
| P1 - Entrance | 160% | 592 |
| P2 - Aisle | 109% | 993 |
| P3 - Back | 100% | 520 |

2. Enhancing sales through temperature monitoring: up to 78% increase in door openings

After analysing our 2000 cooler fleet, which includes beer and beverages, we have discovered that taking measures to improve the cooler's temperature at the point of sale can lead to a remarkable increase of up to 78% in door openings. This positive impact has been consistently maintained over a period of 10 weeks. These findings highlight the significance of temperature monitoring in driving sales and customer engagement.



| Temperature girdle | Door Openings | Equipment quantity |
|--------------------|---------------|--------------------|
| 1 Green | 178% | 1475 |
| 2 Yellow | 156 | 653 |
| 3 Red | 100 | 227 |



Results:

When we combine the factors of temperature and position, we observe remarkable outcomes. The table below demonstrates that EDFs (Equipment Display Fridges) with optimal temperature levels and positioned at the entrance can experience up to three times more door openings compared to equipment with high temperatures placed at the back of the store. Furthermore, equipment in the first position that also improves the temperature can increase the number of door openings by up to two times. This highlights the significant impact of integrating temperature and position to maximize door opening opportunities and drive sales.

| | P1 - Entrance | P2 - Aisle | P3 - Back |
|----------|---------------|------------|-----------|
| 1 Green | 316% | 224% | 207% |
| 2 Yellow | 288% | 194% | 188% |
| 3 Red | 196% | 134% | 100% |

“These results represent a specific sales channel in a specific region for a specific set of products, so it may not represent your reality as a customer but what it shows is the quantitative data that can help you understand your numbers better to achieve optimal results”. Says Lucas Sell – Commercial and Program Manager in Customer.

Conclusion:

With AoFrio’s advanced IoT ecosystem, bottle cooler manufacturers and OEMs can now gain valuable insights into the performance of their assets. This includes monitoring door opening times, analysing point-of-sale (POS) positioning, ensuring optimal temperature levels for product quality, and collecting vital data to make informed business decisions aimed at increasing sales and revenue. By prioritising data collection, businesses can effectively design and select the most suitable connectivity solution, ultimately leading to improved customer satisfaction, better visibility and overall success.

Author: Lucas Sell - Commercial and Customer Success Manager