groopit

> **Groopit is a must-have for on-the-go teams who need real time data to advance their business**... In our case, that often comes down to what's selling, what's not, and why. As a company rich in traditions, Stuckey's benefits from embracing new technologies so our retro brand can more easily adapt to the current product trends.
>
> STEPHANIE STUCKEY, **CEO**

Groopit helps Stuckey's **accelerate revenue growth 42.7%** with real-time data from frontline sellers.

Stuckey's spends 50% less time in weekly sales meetings because **they share real-time updates** with Groopit.

ABOUT STUCKEY'S

Stuckey's is a manufacturer of pecan-themed branded snacks and souvenirs, in business since 1937. Stephanie Stuckey took over as CEO in 2019 and is transforming the company into a profitable, high-growth business. Today, Stuckey's manufactures and sells 345 products through 2,750 channel partners and franchise locations. Stuckey's employs a team of field sales reps responsible for calling on stores every day.

THE RESULTS

**Groopit is Stuckey's primary collaboration software for sales. As a result:**

- ⊘ Sales team spends 50% less time in weekly sales meetings because status updates are shared in real-time with Groopit.
- ⊘ Sales meetings are spent discussing more strategic issues.
- ⊘ Team engagement and accountability at an all-time high.
- ⊘ Leaders make informed decisions with real-time data from the sales team.
- ⊘ CEO, Stephanie Stuckey, says Groopit is making a direct business impact.
- ⊘ Stuckey's revenue grew 42.7% in the same time period.

Stuckey's revenue **grew 42.7%** in the same time period.

HOW STUCKEY'S USES GROOPIT

At every site visit, field sales reps share key data with a few quick taps:

- ⊘ Site visit data, including locations, photos, and channel partner feedback.
- ⊘ Competitive product details, including SKU's, pricing, and manufacturer.
- ⊘ Opportunities, including new partnership and product opportunities to drive revenue.
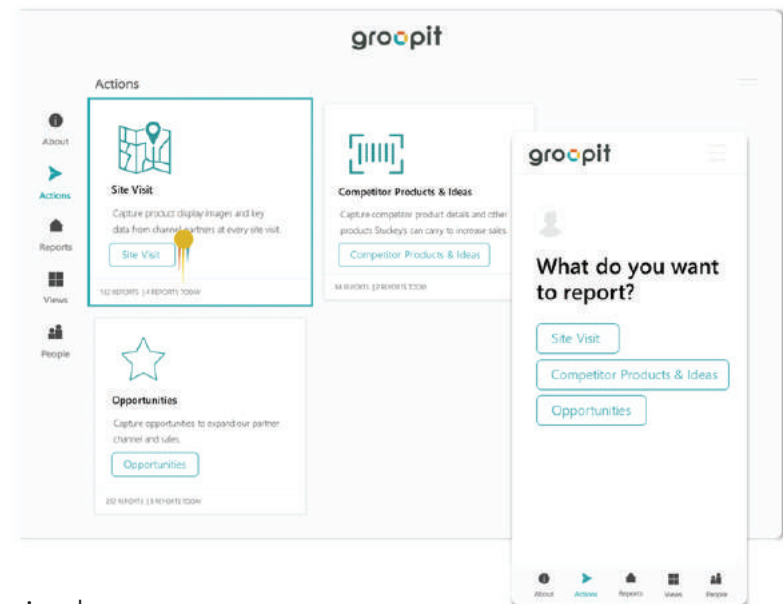
About Stuckey's

REGION
North America

INDUSTRY
Packaged goods

INTRODUCTION TO STUCKEY'S

Founded by W. S. Stuckey, Sr. in 1937 in Eastman, Georgia, Stuckey's began as a small operation manufacturing pecan-themed branded snacks and catering to road trippers in the southeastern United States. Over the last 85 years, Stuckey's has established itself as a roadside oasis for travelers with its high quality and fun snacks and souvenirs. In 2019 Stephanie Stuckey, the granddaughter of W.S., took over as CEO of Stuckey's with a desire to build on her grandparents' legacy. She wanted to continue to offer customers the same great products and experiences they had come to expect from Stuckey's but recognized she needed to make changes to drive profitability.

Stephanie had to find a way to boost revenues and manage costs to succeed in today's increasingly competitive business environment. She could not count on a traditional distribution model alone to yield results. Stephanie set about transforming Stuckey's into a thriving modern business by expanding its distribution reach and increasing sales through partner channels. It was a huge undertaking, and getting it right has been a critical step in Stuckey's success.

 # OF PRODUCTS MANUFACTURED

345 product SKUs

 # OF CHANNELS & FRANCHISE PARTNERS

2,750 partners & **growing**

BUSINESS & OPERATIONS:

There are 65 owned or franchised Stuckey's locations. They also distribute branded snacks in over 2,750 partner stores.

Stephanie Stuckey employs a team of field sales reps responsible for calling on stores to check on operations and displays, and get and share a perspective on product ideas and the competition.

The Challenge

EXPANDING DISTRIBUTION COMES WITH CHALLENGES

Expanding distribution comes with challenges. How and where your products show up is everything, and when selling through channel partners, you naturally have less control over how products are displayed and maintained. Stephanie counts on her sales team to ensure Stuckey's products show up as intended in the retail environment. They are her eyes and ears, providing her with the intelligence she needs to make strategic decisions for her business—what channel partners are saying, what competitors are doing, and which sales strategies are working.

However, with a distributed sales team, it can be difficult to get consistent information quickly and to keep everyone at Stuckey's - in the corporate office and in the field - on the same page. Each of Stephanie's sales reps visit 5-10 stores every day, and tracking those visits was extremely cumbersome. Before finding Groopit, Stuckey's relied on its Friday sales meeting for communication and alignment. At these meetings, each rep would provide a readout of their week: where they went, what they saw, what they heard from customers.

GATHERING INFORMATION WAS:

👎 Time consuming

👎 Inefficient

👎 Hard to track & reference

And due to the time lag between store visits and the report out in meetings, relevant details were often forgotten. Ultimately, this analog process made it hard to connect day-to-day operations to corporate strategic initiatives effectively and efficiently.

The Groopit Effect

Stephanie learned about Groopit from her business network and was encouraged to try it to facilitate more effective data sharing between Stuckey's field sales team and Stuckey's corporate staff that handles marketing, product development, operations and strategy. The team shares:

- ☑ **Site visit data,** including locations, photos, and channel partner feedback.
- ☑ **Competitive product details,** including SKUs, pricing, and manufacturer.
- ☑ **Opportunities,** including new partnership and product opportunities to drive revenue.

The benefits of Groopit were immediately apparent. Groopit's user-friendly interface and lightweight tech made adoption easy, and it was quickly implemented by the sales team, providing a place for staff to share updates in real time. As a result, the team spent 50% less time in its weekly sales meeting.

With routine updates shared in Groopit, the team was free to use its meetings to discuss more strategic topics like display concepts and merchandising trends. Reps are more engaged than ever and feel they are making a direct contribution to the brand's success.

ABOUT PAGE

ACTIONS

Site Visit
Capture product display images and key data from channel partners at every site visit.

[Site Visit]

Competitor Products & Ideas
Capture competitor product details and other products Stuckey's can carry to increase sales.
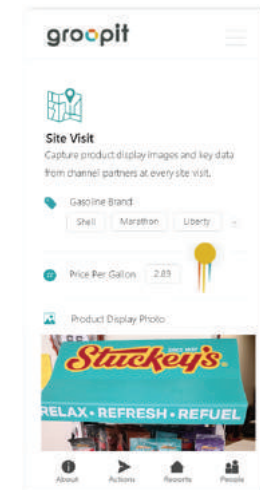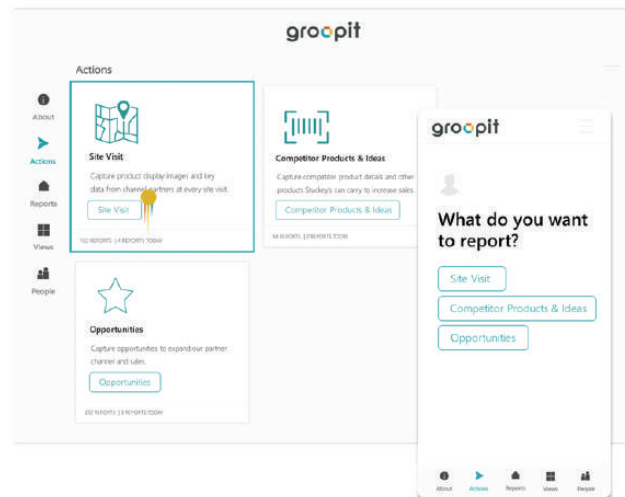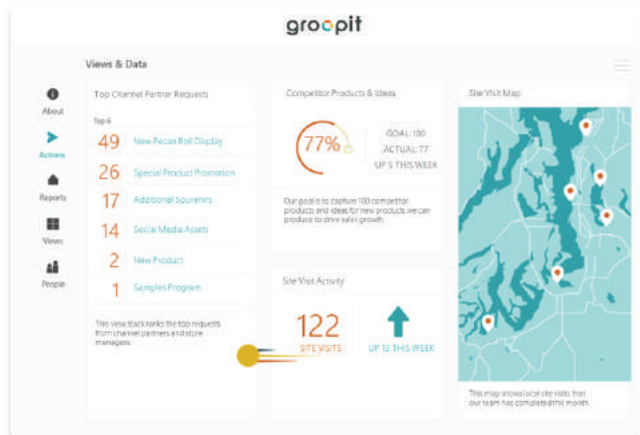
[Competitor Products & Ideas]

Opportunities
Capture opportunities to expand our partner channel and sales.

[Opportunities]

Data & Views

REPORTING ACTIONS

Stephanie has seen a direct business impact in situations where she needed to quickly surface an opportunity, get feedback, and take action. This has happened frequently at trade shows when evaluating new product offerings for Stuckey's branded stores. With Groopit, Stephanie can share photos and pricing with the team in real time, get feedback from the team on whether they think the product will move, and make an informed decision quickly, often closing the deal before leaving the booth.

Groopit has become one of Stuckey's most dependable and valued collaboration tools. Since implementing Groopit, Stuckey's revenue has grown 42.7% and sales team engagement and satisfaction is at an all time high.

"
Groopit is a great way to facilitate cross-functional team alignment and for me to see how Stuckey's is showing up in the field. Our sales reps are the eyes and ears of Stuckey's, and now we have **a simple, easy way to communicate what they're seeing and hearing in the field** to the corporate office.

STEPHANIE STUCKEY, **CEO**

About Groopit

Groopit is the ultimate way to get, share, and use data from your frontline. Empower everyone involved with real-time data to accelerate results. We call it **#crowdsolving.**

WITH GROOPIT YOU CAN:

- Collect precisely the right data with three easy taps.

- Focus everyone on your top priority.

- Turn anecdotes into quantitative data.

- Empower everyone by sharing data in real-time.

- Access and integrate data into existing enterprise systems.

"

Groopit makes it easier to group-source intelligence from our sales team so everyone can easily view pics, share ideas, and effectively collaborate in real time to quickly capitalize on opportunities and move our business forward. **Groopit is easy to use, efficient, and fun, and has changed how our team operates for the better.**

STEPHANIE STUCKEY, **CEO**

groopit

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