

## CUSTOMER SPOTLIGHT

# Leading Food & Beverage services company used Aible to identify actionable patterns and ways to improve sales efficiency by 5%



### Company Profile

Direct-to-consumer  
frozen food  
delivery company

### Industry

Food and Beverage  
Services

### Region

US

### Challenge

The CIO's team was looking to identify business levers across all functions including sales, marketing and operations, to materially improve overall revenue and profit.

### Solution

Within 13 days, Aible identified patterns in data that revealed that when salespeople went to a specific residence type at particular times of day, they saw higher conversion rates.

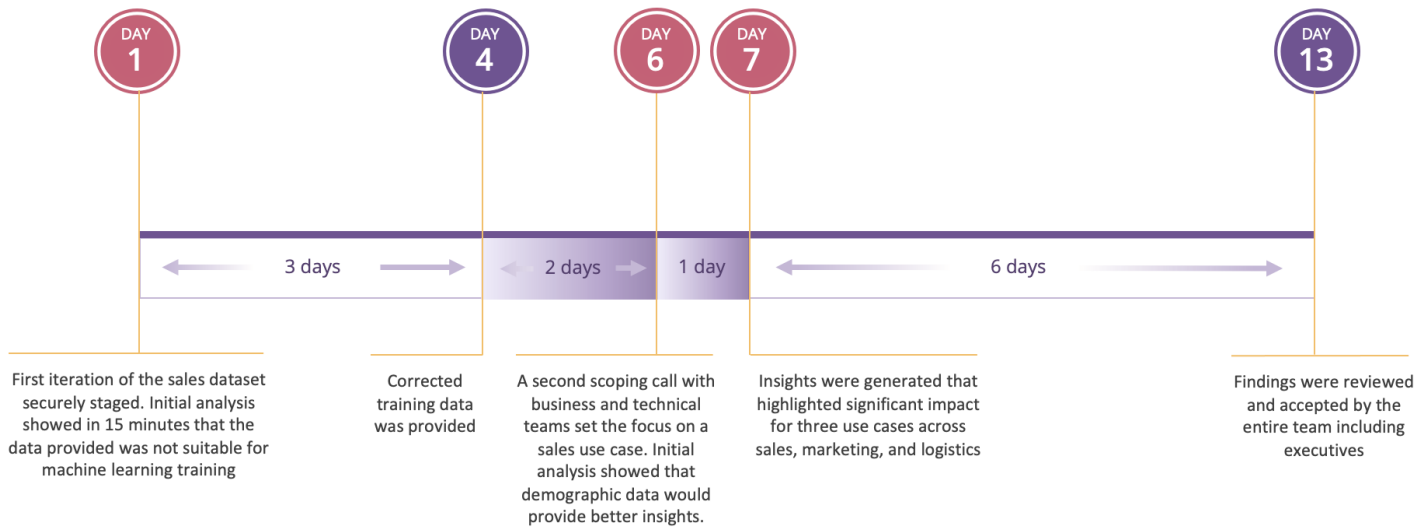
This helped the delivery teams identify which stops to make and when, optimizing their routes to increase sales efficiency.

### Use Case & Project Details

- **Use case(s) analyzed:** Sales optimization
- **Potential Project Results:** Identified specific patterns to help increase expected sales efficiency by 5%
- **Time from data provision to project completion:** 13 days
- **Elapsed time from start of model training to completion of 166 models on serverless infrastructure:** 17 minutes

### Outcome

Aible identified ways to improve conversion rate with a 5% improvement in sales efficiency.



“Just 5 minutes into the Aible presentation, I could already see the immense value we could add to our business. I immediately asked my colleagues to drop other meetings to see the report Aible had created within minutes of receiving the data. I've spent a lot more money and more time with other tools and have achieved far less.” - CIO