



PANOPTIC
DEVELOPMENT

Honest Tea®

Mini Case Study

Panoptic Development

BENEFITS

The initial goal of the intranet application was to improve the efficiency of the reporting process and reduce the time to generate reports. Honest Tea saw a **75% - 80% reduction** in the amount of time it takes to create and generate the reports.

Other benefits include:

- Capture much more data in a consistent manner
- No duplication of information since marketing team members can view teammates' reports and see what has already been entered
- Send updates on the road, via notebook, tablet, or smart phone.
- More time to focus on broader strategy, thanks to the time saved
- Improved ability to analyze promotions, due to an increase in the amount and quality of data
- Better "bang for the buck" with marketing promotions
- Improved reception from sponsors because of more accurate campaign data
- Create a score card for every market, region, national with the data collected, to see how teams are performing
- More robust marketing analytics

Streamlining Reporting

Background:

Founded in 1998, Honest Tea is a maker of delicious, truly healthy, organic beverages. Like many successful start-ups, Honest Tea started in a garage (well, in this case, a kitchen). By the end of 2010 Honest Tea recorded \$71M in sales and had over 100 employees. In early 2011, Honest Tea was acquired by Coca-Cola.

Need for Improvement:

Honest Tea's field marketing teams hosts numerous events around the country each month. Twice a month, the field marketing teams are required to report on their events. Previously, spreadsheets were used for reporting. This process was very time consuming. There was no standard way to report activities, so there were often inconsistencies, data inaccuracies, and sometimes duplication of effort. Once the reports were submitted, the marketing department would run a master report to aggregate the data. Honest Tea knew that the process needed improvement and turned to Panoptic Development to build a custom intranet application.

Solution:

Panoptic built a custom intranet application that not only made it simple to input event data, and run reports, but also provided a sense of community by giving users increased visibility into the Honest Tea events around the country.

The main features of the intranet:

- Provide simple and consistent report forms to enter field marketing information
- Provide management easy-to-use, customizable and flexible reporting tools
- Share regional and national calendars, providing greater visibility and an improved sense of community
- Advanced permissions system, allowing Honest Tea to control who has access to the information
- Allow users to post pictures via box.net - allowing for a greater sense of community among the field marketing regions

"I've been so happy with the intranet, I can't even tell you! It's been a great process. I can't even quantify the hours saved and the efficiency of it". ... Kelly Schwaberow - National Field Marketing Specialist, Honest Tea.

Data at your fingertips:

While analyzing the data, the marketing department noticed that one field representative had an unusually high return on his events. After interviewing him, marketing was able to find out what made him so successful. Honest Tea has incorporated his process nationwide, and they expect to see great returns. Without the intranet, Honest Tea would not have had the visibility to easily find this overachiever and leverage his skills.