



adesso Turkey presents

KazandıRio for PepsiCo

Turkey's most comprehensive and
large-scale digital promotion app

Overview

PepsiCo, Inc. is a **multinational food and beverage corporation** headquartered in New York. As tastes, trends and lifestyles have changed over the past 50 years and more, PepsiCo's **willingness to adapt** and **unwavering focus on consumer needs** has transformed it from a snack and soda company into a **collection of global brands**. However, this laser focus on the consumer can be a constant challenge, particularly in the digital age where consumer expectations are growing ever-higher.

This is why PepsiCo Turkey decided to partner with adesso Turkey, who combines **the best of German engineering with Turkish innovation and agility**. adesso Turkey provided PepsiCo an end-to-end approach **starting with ideation and concept generation with Interaction Room methodology**. The delivery team, using unique methodologies, also carried out other stages through to development and maintenance of the final product. adesso's lean and agile approach aided PepsiCo in digitizing their promotion process easily and remain competitive within the FMCG industry.



THE INTERACTION ROOM (IR)

IR is a method that enables moderated and open communication between the stakeholders of a project in order to sharpen their understanding of value, risk and uncertainty. It's not just a name; it is a real, physical room in which the walls are covered with models of business processes, business and service objects as well as user journey maps and system landscapes.

Challenges and Objectives of PepsiCo



► 20 promotional consumer campaigns in Turkey

As one of the most powerful Fast-Moving Consumer Goods (FMCG) brands, PepsiCo runs over 20 promotional consumer campaigns in Turkey throughout the year to retain consumer mindshare and increase consumption.

► Tracking customer data

Company's promotion process was still based on a manual system, which was highly time-consuming and costly with manually tracked results.

Despite nine-digit transaction rates in its campaigns, PepsiCo was having difficulties tracking customer data with its existing offline process. It was impossible to record the number, date and time of the participations and nearly just as difficult to measure the impact of the campaigns. This was a big challenge to overcome, particularly in the aggressive and fast-paced FMCG environment.

► Connect consumer, customer and PepsiCo

As a result, PepsiCo collaborated with adesso Turkey to transform its' promotional process. The company's aim was to connect consumer, customer and PepsiCo on a digital platform to track and analyze customer data, manage campaign details in real-time and optimize costs with a paperless, digital and smart system.

The process & the solutions

Positioned as “Partner in Digital Transformation”, alignment of business and IT is at the heart of adesso way. With the unique consultancy “Interaction Room” and Global Delivery Model (aGDM), adesso facilitates information flow through all stakeholders and stimulates innovation.



▶ Slashing complexity, boosting agility

As soon as the initial idea of a mobile app arise, PepsiCo needed a digitalization solution, so both PepsiCo and adesso teams began working together and they initiated the to the Interaction Room methodology phase with the aim of understanding each other deeply and finding the most suitable concept, user journey and technological solution for the project.

▶ Future-oriented UX/UI approach

To design a user-friendly customer journey, adesso’s talented user interface team created a prototype according to the results of the Interaction Room. This helped PepsiCo foresee and prevent any possible issues in the new app, and ultimately offer better user experience and optimal UX/UI solution.

adesso’s development of the KazandiRio and KazandiRio Business apps utilised Interaction Room methodology, UX/UI design, and included a prototyping and development phase.



Thanks to these mobile apps, PepsiCo no longer needs manual tracking down for promotional campaign documentation. Both apps can store and instantly report transaction data and campaign data in a systematic manner.

In addition, consumers can now easily collect coupons by using the Code Scanner feature in the app to redeem their promotional prizes. Sale points can also follow up on the campaign without risk of any possible fraud.

Used technologies

.NET, Cobol, Java, MSSQL, DB2, Oracle, Native Android (Java + Kotlin), Native IOS (Objective C, Swift), Typescript, React Native, JS

The Results - Power of adesso & digitalization

► Advantages of digitalization with KazandiRio

- › Effective usage of resources through automated processes and subsequent cost reduction.
- › Ability to evaluate KPIs instantaneously.
- › Ability to store data in one place.
- › Ability to deliver personalized campaigns.
- › Ability to manage campaign details digitally.
- › Seamless campaign process for customers and retailers.
- › Ability to reduce risks in the control environment.



Mehmet Behlil

PepsiCo | Product Owner & Beverage Promotions and Business Partnerships Manager

"KazandiRio not only takes our promotional agenda beyond the age, but it will continue to change the rules of the game for our customers and consumers across all channels, with new competencies that will soon become available."

The Results - Power of adesso & digitalization



► Features of KazandıRio App



User-friendly interface that puts customers first and learns from their actions.



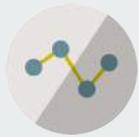
Social media integration.



Ability to communicate promotion-related activity within the apps.



No need for physical coupon collection.



Instant reports on the campaign's progress.



1.3M+
Downloads



8.5M+
Gifts
Redeemed



75K+
Digitalised
Sale Points

*These figures are based on data obtained in the first half of 2019