



REYNOLD'S BRAND CASE STUDY

From disruption in service to collaboration and partnership



OBJECTIVES

Reynold's needed a data analysis company that could sustain their needs. After being with an ATLAS competitor for multiple years, they needed data analysis that was able to provide timely and accurate reports for their team. Reynold's top requirements were flexibility, expedience, and collaboration.

SOLUTIONS

With ATLAS' capability packed Ad-Hoc feature's, Reynold's was able to get ultimate flexibility. This helped when pulling accurate reports for attributes that were most important to the team. Expedience was also gained through ATLAS. Time saving is our specialty as well. Reynold's was able to automate reports so they could receive them on a regular cadence.

Lastly, our customer success team was trained and ready for follow ups, constant contact, and the innovation for forward thinking that Reynold's was lacking from previous partnerships

BENEFITS

Benefit One:

- Flexibility with Reporting Studio capabilities and Ad-Hoc features

Benefit Two:

- Speedy insights and reports; automation

Benefit Three:

- Collaboration and partnership; constant push to move forward

AT A GLANCE

Challenges

- Inability to receive reports in timely manner
- Disconnected communication with partners

Benefits

- Flexible Ad-Hoc reporting
- Expedient service
- Constant collaboration and partnership



"The success has come through the partnership and the collaborative nature of our relationship. Through those things, we have developed ways for our teams to work more efficiently by automating processes, adding time back into their work day."

Beth Suggs

Director of Category Management