



"I highly recommend Lyva for anyone operating a retail organization. The most important thing to us is execution.  
**Lyva improves execution."**



**Kellie Peterson**  
Manager of Operations  
and Communications

# THE SITUATION

The soft drink market has grown more and more competitive by the day. Customers have also become increasingly price sensitive thanks to big box retailers who sell in large quantities at rock bottom prices. To stand out and get ahead in the marketplace, in store performance is crucial. But unfortunately execution is one area where many retailers often struggle.

"We didn't have an effective communication solution in place," admits Kellie Peterson, Manager of Store Operations and Communications. Kellie's only form of communication with other stores was through an email newsletter created in Microsoft Word. This form of communication grew increasingly challenging to keep up with week by week. Alla Inc. needed a solution that would help rid them of these inefficiencies and improve execution.

# THE SOLUTION

Alla Inc. selected Lyva's retail communications portal. "We considered other communication solutions but we found Lyva's to be 10 times better," shares Kellie. "It was so easy to use. Our stores had no problem learning and using the system."

In addition to being simple and easy to use store employees were able to access Lyva through desktop computers or mobile devices as they carried on their daily tasks. Lyva offered key functionality that Alla Inc's previous manual processes did not.

- **Effective Communication System**

All of Alla Inc.'s communication was organized into an easy to use portal. They no longer had to dig through long email chains or search various different sources.





# THE RESULTS

## SAVES TIME AND EFFORT

Ensures access to real time information  
and automates manual processes.

Alla Inc. no longer spends time on manually writing, editing, designing, and distributing their email newsletter. With Lyva they can easily and effortlessly communicate with their organization in real time with a few clicks. If a store promotion changes or they're running a new sale they can send an instant communication to the intended stores who will run the promotion. They also can have peace of mind that a store is able to execute the directions.

## ENHANCES EXECUTION

Delivers personalized content and  
provides store execution insights.

Instead of sending a long chain of emails, Alla Inc. can be store specific with their communications. This allows them the ability to send business sensitive information to specific, particular stores. As a result, recipients can get emails intended for them without having to sift through a bunch of irrelevant communications. This has increased store engagement throughout Alla Inc.

**Using Lyva helped Alla Inc. save time and effort  
while improving execution and driving sales.**

## INCREASES SALES OPPORTUNITIES

More time to spend with customers and more time to sell products.

Alla Inc.'s new store execution process has allowed store associates to capture more selling opportunities. They have seen a relationship between the success of their promotions and compliance levels. Because Lyva is Alla Inc.'s answer to achieving better store execution it has also become a driver to gain increased selling opportunities.

"Lyva provides some of the best customer service I've ever seen. I've never worked with another support team who was as great as them."

## MORE REASONS TO CHOOSE LYVA

Fast, easy implementation. Exceptional customer support and service.

The team at Lyva also provided excellent customer service in addition to their smooth implementation process. "I must say that Lyva provides exceptional customer service," says Kellie. "They have a great chat function that we loved using. It allowed us to chat directly with them while we were building our communication. I've never worked with another support team who was as attentive as them."

When asked if she would recommend Lyva to other organizations that struggled with communication, Kellie replied, "Absolutely! I would highly recommend Lyva for any retail organization. The most important thing to us was execution. And, Lyva improves execution."