AcceleratedAnalytics

CASE STUDY:
KIDDE

Accelerated Analytics is an Integral and Long-Standing Part of Kidde's Daily Sales Strategy

About Kidde

Founded by Walter Kidde, a pioneer in early smoke detection and fire suppression, Kidde is the world's largest manufacturer of fire safety products. Today, Kidde products are found in homes and businesses around the globe. Their smoke and carbon monoxide detectors help prevent injuries and minimize damage by alerting people to dangers earlier.

Executive Summary

Ten years ago, the sales support team at Kidde received hard copies of sales reports from their retailers and utilized the information the best they could to get the details they needed. They tried other POS data reporting companies and found that they did not meet their expectations or needs. The Accelerated Analytics tool was able to save the Kidde sales support team a tremendous amount of time and meet their data reporting and analysis needs. Our exceptional customer service was met with gratitude and loyalty; Kidde has been a customer since 2008.

Challenges

Prior to working with Accelerated Analytics, Kidde couldn't find a company that was equipped to handle the large amount of POS data they had. The other companies they tried to work with couldn't manage the data on the fly or make it available in a database so that Kidde could manipulate the

3 days
⬇
5 minutes

REDUCTION IN THE AMOUNT OF TIME SPENT COLLECTING AND REPORTING POS DATA

data to look at it the way they wanted to look at it.

The Accelerated Analytics tool met Kidde's needs by providing a user friendly tool that offered the sales support team at Kidde the flexibility to view their data the way they wanted to.

"It's very timely, very efficient and very accurate," said Sales Support Manager Cindy Rogers.

Exceptional Customer Service and Store-Level Detail Sets Accelerated Analytics Apart

The Kidde sales support team values the responsiveness and customer service provded by Accelerated Analytics when they need to make changes to a report due to a new SKU or new store, for example.

"If I can give them something to work with, they can create it, and if I need a report changed, they'll change it. It's never a problem. It's the easiest tool I have ever used," commented Rogers.

The Kidde team also values the store-level granularity that the Accelerated Analytics tool offers. They frequently review out-of-stocks, weeks-of-supply and units on-hand for a specific store to evaluate how a store is performing. Kidde is able to report back to their retailers store-level inventory data. They're not only able to optimize inventory levels, but strengthen their retailer partnerships as well.

Kidde Depends on the Power, Flexibility and Ease of Use of the Accelerated Analytics Tool

The reports and analysis from Accelerated Analytics are an integral and long-standing part of Kidde's daily planning and sales strategy that Rogers feels she couldn't live without.

"Your tool makes it easy to visualize and dive into the data from all of our stores quickly. There isn't just one functionality of the tool I couldn't live without, it's the tool itself! I depend on it."

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