

HOW STELLAR SERVICE AND STRATEGIC INSIGHTS HELPED CRESCENT CROWN

Crescent Crown Distributing is one of the top 10 beer distributors in the U.S., selling and delivering over 32 million cases annually throughout its territories in Arizona and Louisiana. Quality and freshness are extremely important to Crescent Crown. Each product is handled with care, from pickup to delivery, to ensure retailers receive undamaged cases and kegs. But of course, delivery is just one piece of the equation. Crescent Crown relies on a team of sales reps, draft cleaners, supervisors and merchandisers to ensure their retail customers receive industry-leading service so that their products end up in the hands of consumers as efficiently as possible every single day.

RUNZHEIMER DEMONSTRATED

- + Change management expertise: Transitioned 500+ Crescent Crown employees over two states and seven locations to the Runzheimer solution.
- + FAVR saved Crescent Crown more than \$600,000 annually vs. a taxable program.
- + Program expertise dedicating a single point of contact for training and partnering with their leadership to drive adoption.
- + Compliance management through a consistent and disciplined process of insurance verification.
- + Sustainable return on investment and a long-term solution that helped Crescent Crown double down on two of its corporate values: technology and efficiency in all that they do.

THE CHALLENGE

Crescent Crown knew that with 500+ sales people and merchandisers on the road every day, they were exposed to some risk regarding how they were capturing mileage and reimbursing their sales and merchandise teams. Crescent Crown was looking for a program that was tax-free and reduced their risk profile.

THE SOLUTION

Crescent Crown evaluated several providers and ultimately selected Runzheimer's non-taxable fixed and variable rate program (FAVR). This program reduces overpayments, federal income tax liabilities and reporting. By selecting Runzheimer, Crescent Crown was also able to eliminate the administrative burden of managing the submission, validation and payment of all of these employees.

"Ultimately, we selected Runzheimer because of their stellar reputation for being a trusted business partner," says Neil Baier, Crescent Crown's VP of Finance. "We needed a partner that would execute our goal to reimburse employees for the business use of their cars in a way that was fair, accurate and defensible. They have accomplished that while driving hard dollar savings for our company."

Runzheimer continues the dedication to service excellence and innovation. Most recently, Runzheimer partnered with Crescent Crown leadership to implement:

- ➔ Changes to insurance parameters to meet end-user needs.
- ➔ Runzheimer's proprietary mobile mileage capture application, to increase business mileage accuracy in tandem with increased efficiencies in the field so sales people can focus on delivering products versus administrative tasks.
- ➔ Creating a holistic vehicle program to include fixed and variable and cents per mile that offers employee adherence to compliance policies and enhanced data analysis.
- ➔ Creating a cents-per-mile program for the low mileage business driver that allows for compliance with corporate and state insurance requirements.

Since implementing mobile mileage capture across its sales team, Crescent Crown has reduced business vehicle costs due to more accurate tracking. Further, the real-time analytics and customized reporting has given Crescent Crown's leadership unprecedented visibility into their sales operations. With this data, Crescent Crown can make strategic adjustments to its sales territories and optimize its sales effectiveness metrics, facilitating additional savings in the future. As competition throughout the beer distribution sector intensifies, these insights will help the organization grow successfully without having to increase overhead.

"You don't know what you don't know. Having these insights provides a second level of ROI, allowing us to drive operational decisions we never thought possible," says Neil.

The Runzheimer/Crescent Crown partnership is seven years strong. "I have continually reviewed our program and looked at other providers, but Runzheimer's high quality service, innovative solutions and consistent delivery on promises makes them the right and BEST business vehicle partner for us," says Neil.

