



U.S. Foodservice  
Rosemont, IL  
www.usfoodservice.com

### Industry:

Professional Services

### Annual Revenue:

US\$20 billion

### Employees:

26,000

### Oracle Products & Services:

Oracle CRM On Demand  
Oracle Business Intelligence  
Suite Enterprise Edition

**“Oracle’s CRM On Demand has enabled U.S. Foodservice to leverage the scale of sales force and grow market share despite an unprecedented contraction of the foodservice industry.”**

– Steve Horan, Senior Vice President, Street Sales, U.S. Foodservice

## U.S. Foodservice Optimizes Lead Management with Hosted Customer Relationship Management Solution

U.S. Foodservice provides food and related products and services—through more than 60 distribution centers—to 250,000 customers nationwide, including restaurants, hospitals, hotels, schools, and governmental operations.

### Challenges

- Provide an easy-to-use customer relationship management (CRM) system that enables U.S. Foodservice to standardize account and lead management nationwide
- Increase visibility into the sales pipeline and expand reporting capabilities to improve decision-making
- Tailor information access controls and CRM processes to match the complex, multilayered organizational structure of the company, which employs a large field team for selling and distributing food and related products and services

### Solution

- Implemented Oracle CRM On Demand to provide U.S. Foodservice employees with access to consolidated customer data, using Oracle Business Intelligence Suite to standardize and improve visibility into lead and account management
- Accelerated implementation and ensured scalability with a hosted approach, deploying the solution to over 6,000 users across more than 60 distribution centers in just ten months
- Improved the effectiveness of lead management, increasing win rates and decreasing the time to close new food service accounts
- Expanded reporting capabilities, improving insight into lead status, win rates, and customer purchasing patterns
- Enabled the company to embed coaching tips to foster continued improvement of service and skills
- Provided the flexibility to tailor functionality and map role-based access to the company’s complex business hierarchy
- Gained the ability to create custom prospect tracking lists—via increased pipeline visibility—to maximize market potential
- Integrated Oracle CRM on Demand with and linked to the company’s other key tools and data sources