

# žabka transforms retail dynamics

Franchise Relationship Management with  
Salesforce for Synchronized Growth



Call for change

# From fragmentation to agility

**Consumer retail is possibly the fastest moving business environment, and nothing matters more than seamless performance. So, imagine how it must be to manage nearly 6,000 franchisees across a national marketplace, with multiple legacy systems and diverse applications.** Żabka is a leading Polish retailer coming from an environment in which communicating with and supporting franchisees was a challenging business. Pain points included hard-to-measure business processes, slow time to market with new IT solutions, lack of scalable solutions and a complicated technology ecosystem.

Żabka needed a scalable cloud-based franchise relationship system, one in which grew engagement, candidate recruitment and risk assessment were centralized, processes could be digitized and optimized, and data could be unified and fully utilized. Today's franchisees need to be embraced as business partners in an environment which is synchronized and facilitates real-time decisions. Accenture was identified as the implementation and system integration partner on a new solution that would deliver on all these needs.

Accenture's role involved creating a digital transformation program, designing an architecture blueprint, delivering the core Franchise Relationship Management solution (FRM) that fully integrates with Żabka's middleware and all the necessary change management. Technology requires more than modernization—it demands human ingenuity in adoption and empowerment.

**“Franchisee relations in retail is a unique space demanding real-time agility, simplicity and scale. You don't get that with a legacy environment distributed over dozens or even hundreds of applications. Synchronicity is key.”**



When tech meets human ingenuity

# From integration to transformation

**A single source of truth is paramount when orchestrating thousands of retail outlets over a national market.** The Accenture approach to digital transformation in franchisee relationship was built on a transformation program, an architecture blueprint and a core FRM solution integrated with Žabka's middleware. Central control of communication and retail execution was enabled by the Salesforce mobile application and reinforced with comprehensive change management, scope and delivery, user training, onboarding and continuing support. **Ten system integrations involving over 900 active users set the stage for further cloud enablement across three more applications in New Stores Management, Asset Management and Property Fund IT—all of this in under six months with no legacy risks.**

Retail enterprise must not only innovate but reinvent and reimagine its business continuously. Cloud FRM is an optimal platform to not only transform the cost of operations but reinvent communication and collaboration with thousands of business partners and reimagine the world of digital retail in the age of immersive customer experience.

**“Choosing the right platform is critical—just as significant however is having a partner to not only understand your business but know where it needs to go. Accenture helped us realize a whole new growth platform and provide a space for future evolution.”**

A valuable difference

# From growth to evolution

**Business value is a composite equation involving cost, time and—most of all—risk.** Cloud-driven FRM on Salesforce delivered a broad spectrum of valuable benefits ranging from optimized candidate recruitment and risk assessment to store assets management and field service capability planning. These also included accelerated store requests and problem reporting, delivery satisfaction surveys, e-learning, lease agreements management and complaints resolution.

By evolving to a secure cloud platform, Žabka was able to deliver a whole new level of performance within six months and without risking legacy exposure. The new FRM platform also enabled real-time monitoring of service levels and the performance of internal and external suppliers, facilitating collaborative decisions based on reliable data. In addition, construction of the Salesforce Competence Center will ultimately allow Žabka to independently develop its own competency platform, driving further growth and scalability to meet the needs of expansion.

**Žabka with almost 6,000 franchisees is now better positioned and equipped to respond to retail change and anticipate evolving consumer demands – a valuable difference delivered.**

**“Cloud FRM on Salesforce empowers you to think and act in sync—and to collaborate with franchisees as true business partners in profitable growth. Time once spent managing systems can now be devoted to enriching relationships.”**



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