



Appending lat/long coordinates for use with the Roadnet routing tool helps increase the rate of accurate deliveries by 80 percent. “We have the correct latitude and longitude coordinates to work with.”

-Keith M., Customer Logistics Analyst, Frito-Lay North America

CASE STUDY



Frito-Lay Bolsters Delivery Efficiency with GeoCoder

Company

Frito-Lay North America

Industry

Shipping

Challenge

Frito-Lay North America – the \$10 billion convenient foods division of PepsiCo. – enlisted Melissa Data in order to help improve the accuracy of deliveries. The snack foods giant needed a powerful address verification system coupled with a logistical solution to ensure efficient delivery of its products to the right location at the right time.

Solution

Melissa Data's GeoCoder add-on to the MAILERS+4 postal automation software, which appends latitude/longitude coordinates to the ZIP + 4 level of an address.

Benefits

- » Append latitude/longitude coordinates for use in mapping applications to calculate distance & direction between two points
- » Find closest dealer location to a customer

Results

To validate its customers' contact data right from the starting gate, Frito-Lay utilizes MAILERS+4 to verify, standardize and correct their addresses. The manufacturer uses GeoCoder add-on to append latitude and longitude coordinates to the data. Using GeoCoder allows them to obtain census tract, block, county name and FIPS code information to the ZIP + 4 level – critical information needed when plotting the most efficient delivery routes.

Plotting accurate latitude and longitude coordinates into a mapping application helps manage and control the flow of goods. That's why Frito-Lay takes the use of GeoCoder to the next level. The manufacturer uses GeoCoder with its routing application – Roadnet®

About Frito-Lay

Frito-Lay North America is the \$10 billion convenient foods division of PepsiCo. Frito-Lay's brands include Lay's, Doritos, Cheetos, Ruffles, Tostitos, Fritos, SunChips and Rold Gold.

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– a UPS-licensed daily routing tool – to zero in on the precise location of their customers' addresses. Roadnet allows its users to optimize and balance delivery profitability and customer service through routing efficiency.

Frito-Lay's goal is to make smart, tactical deliveries – and it succeeds. Keith M., a customer logistics analyst at Frito-Lay, says using the GeoCoder add-on to MAILERS+4 helps improve delivery efficiency because they are now able to verify and correct addresses in their database. "Now we're able to get the true address for [our customers'] accounts," Keith M. says.

Once addresses are verified, the lat/long coordinates are used with the Roadnet routing tool – increasing the rate of accurate deliveries by 80 percent. "We have the correct latitude and longitude coordinates to work with," Keith M. says.

Frito-Lay has been a client of Melissa Data since 1993.



About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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