



# Convey Foodservice Expands Focus to Operators



## Foodservice Distributors Use Online Resource Center to Inform and Engage Operators

Over two years ago, Convey created its first foodservice program, launching Keith IQ for Ben E. Keith in Fort Worth, Texas. The program serves the large number of district sales representatives and their managers, making supplier information easier to find, consume and use as they work with their operators.

### Message Library



Manage Messaging from the site.

As the Convey program has evolved, distributors are now including their operators, as members of their online resource centers. The two newest distributor programs to launch, MJ Kellner and Palo Alto Foods, have created unique user experiences for their sales people as well as for their operators.

According to Convey CEO Carolyn Bradfield, “The Convey platform is designed to accommodate multiple audiences on a single platform, providing the site owner with the ability to allow their sales people and their operators to have different views of the material on the site.”

### Member Dashboard



Manage Member Dashboards.

The Convey technology allows the internal and external user groups to co-exist in the same resource center based on the following technology features:

- Content can be added to be viewed by certain types of members and hidden from others
- Member Dashboards are customized for the type of individual they are.
- Email messages, notifications and reminders are designed to be delivered to operators or sales.

### Reports



Run Reports. Create Custom Reports

Adding operators to a Convey online resource center offers both the supplier and distributor the opportunity to fine tune how those customers are messaged, trained and marketed to.

“Distributors and their suppliers can now run an entire sales campaign from the online resource center focused on a particular supplier’s product with a special rebate or coupon” Carolyn Bradfield added. “During the campaign, the home page showcases the product; the message library emails operators to peak their interest, and reports show who is looking at the product information or downloading the coupon.”

Convey is adding additional features to enhance the marketing and messaging from the platform while at the same time providing analytics to highlight what operators look at and respond to.