



Food and Beverage

Improving the customer experience and revenues with AI-driven recommendations

Zeelandia leverages the power of Infor's platform technology (as part of Infor® CloudSuite® Food & Beverage) to improve the accuracy and speed of key business processes to sustain business growth despite current market challenges.



90 days time to value

Now, with AI-driven product recommendations, sales and marketing enjoy the following benefits:

83%

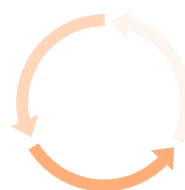


Reduced time to prepare product recommendations for a customer by 83%, from 30 minutes down to 5 minutes

Increased revenue per transaction and share of wallet per customer



Better customer experience with intelligent and personalized product recommendations

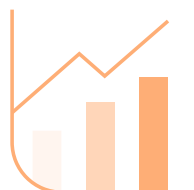


Improved marketing conversion for new products or products about to expire

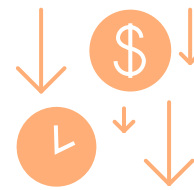
With Infor's help, Zeelandia applied the same concept of AI recommendations to pricing, expecting the following benefits:



Improve customer loyalty, offering the right price and understanding why



Meet profitability goals with optimal pricing



Reduce time and costs through machine-generated pricing

“Our goal is to be a trusted partner with bakeries by offering the right products at the right price. With Infor Coleman® AI recommendations for products and pricing, our salespeople save time in preparing for customer meetings and Zeelandia stays true to what we value most — customer intimacy.”

Michal Rada
Corporate ICT Director and Transformation Leader
Zeelandia Group

Infor Coleman AI

How to overcome uncertainty and elevate customer experiences with AI

[Learn more ↗](#)



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