



Navigating the Amazon fulfillment network keeps PepsiCo's business online

VENDOR **PEPSICO**

THE CHALLENGE

PepsiCo's Pure Leaf Iced Tea products had been shipped through Amazon fulfillment centers for three years before a change in packaging dimension requirements stopped the line from processing through their designated paths in Amazon's fulfillment network. With the Pure Leaf Iced Tea line's saleability on the table, PepsiCo needed to find a quick solution to continue shipping in a way that worked for them and Amazon.

THE SUPPORT PROVIDED

This pause in selling had significant revenue implications. PepsiCo's designated customer success manager, Michelle, worked quickly to find the root of the problem. She built a plan by coordinating across teams, including in-stock and fulfillment subject matter experts, to make the needed changes so that PepsiCo could resume shipping the Pure Leaf Iced Tea products and minimize potential losses.

THE IMPACT

The entire product line was brought back online, PepsiCo maintained their business growth and continues to sell the Pure Leaf Iced Tea products on Amazon today.

"The biggest value Michelle and team have added is helping us overcome obstacles and get things done quickly. When we are seeing a problem, we are seeing it fixed in record time. It really enables us to focus our time on the right things."

KRISTEN B., PEPSICO SALES MANAGER

"As a customer success manager, we are the first point of contact for everything. We have so much exposure to teams within Amazon and have access to a base knowledge across a broad variety of subjects. This helps us get to the root of vendor issues while providing strong business advice to make sure they are not missing out on opportunities within Amazon."

MICHELLE N., CUSTOMER SUCCESS MANAGER