

# Genpak Improves Customer Satisfaction with Systematic Rebates and Accruals



Founded in 1969, Genpak is the top manufacturer of food packaging in North America. Headquartered in Charlotte, North Carolina, with 19 locations in the U.S. and Canada, Genpak’s mission is to advance innovative packaging to enhance the human experience. For more than 5 decades, Genpak has remained an industry leader by staying on top of new food service trends, adapting to disruption, and putting the customer first.

## Challenge

The global pandemic, material bans, evolving customer expectations, and supply and demand volatility are just a few of the business challenges Genpak has endured over the last few years. Despite the disruption, Genpak takes great pride in providing exceptional customer service and has built long-term customer relationships with many beloved brands like Kentucky Fried Chicken, Chili’s, Raising Canes, Outback Steakhouse, and more.

When Genpak examined their end user revenue and trade spend a few years ago, they concluded that the systems and functions they were

using were not providing accurate reporting or consistent data to the team. Genpak’s manual rebate management process made it challenging to consistently make payments on time. Slow payments and response times hindered customer satisfaction. After careful consideration, Genpak turned to Vendavo to help them systematically and effectively accrue and pay out rebates.



“We were able to integrate Vendavo with our existing database and AP systems to allow us to automatically accrue and pay out rebates.

Customers are extremely satisfied with getting their payments on time and in a more consistent fashion.”

– Ali Bren, Associate Director of Customer Service



## Solution

Genpak relies on Vendavo [Rebate & Channel Manager](#) to efficiently process invoice deductions, maintain and track their trial balance, provide POD end-user related pricing, access sales and accounting reports, and automatically cut rebate and marketing checks to their customers.

Vendavo easily integrated with Genpak's existing database and AP systems and allows Genpak to systematically accrue and pay out rebates. Customers are much more satisfied with on-time and consistent payments. In addition, the sales team now has important visibility into end-user pricing, rebate and marketing accruals, payment history, and check details, so they can answer customer questions whether they are on the road or behind a desk.

To remain a leader in the food packaging industry, Genpak is always listening to their customers' needs and innovating their packaging products accordingly. Regardless of their title, customer service is every employee's responsibility at Genpak. They put the customer first every time. The food service industry is forever changing. Genpak's innovations team is dedicated to solving current and future food packaging needs to ultimately enhance the human experience.



"Vendavo has helped us achieve our mission statement and successfully serve our customers."

– Ali Bren, Associate Director of Customer Service



## Benefits

- Higher customer satisfaction
- Timely and consistent rebate and marketing payments
- Deeper and more transparent reporting and data
- Successful tracking of end user revenue and trade spend
- Sales team has better visibility into end-user pricing, rebate and marketing accruals, payment history, and check details
- Deeper customer reporting and supporting documentation



## About Vendavo

Vendavo partners with the world's leading companies to accelerate growth and profitability, advance innovation, and build more prosperous communities. Our powerful, cloud-based, AI-powered pricing, selling, and prescribing solutions empower global manufacturers and distributors like Ford, Dell, and Medtronic to manage, optimize, and digitize their end-to-end commercial processes. But we offer so much more than software. Our proven, repeatable process, and passionate, experienced people lower risk, accelerate value, and drive profitable, unrivaled business outcomes for our customers. We are passionate about helping our customers deliver the right products, at the right prices, at the right time, for the right people.

Vendavo is headquartered in Denver, with offices in Czech Republic, India, and Sweden.

For more information, please visit <http://www.vendavo.com>