
AWS
re:Invent
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CPG201

Launching personalized delivery with AWS

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Agenda

Background

Challenges

Solution/whiteboard discussion

Outcomes

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Journey to modern, mobile retailer

1952 — Marvin Schwan delivers 14 gallons of ice cream to rural Minnesota and invents a business model

1960s — Booming door-to-door business with 40 ice cream flavors

1970s — **Green** before it was cool with propane powered trucks

1980s — Delivery drivers among first in US to carry handheld computers

1990s — Growth continues with e-commerce launch of Schwans.com

2000s — Direct shipping introduced, covering continental US

2010s — Schwan's Home Delivery separates from purchase of consumer brands to remain family-owned company



SCHWAN'S HOME DELIVERY









2022

Our year of reinvention with news of Yelloh and data-driven model to put customers in control

48 states
300 delivery hubs
20K neighborhoods
1.5M customers
7.5M transactions

aws

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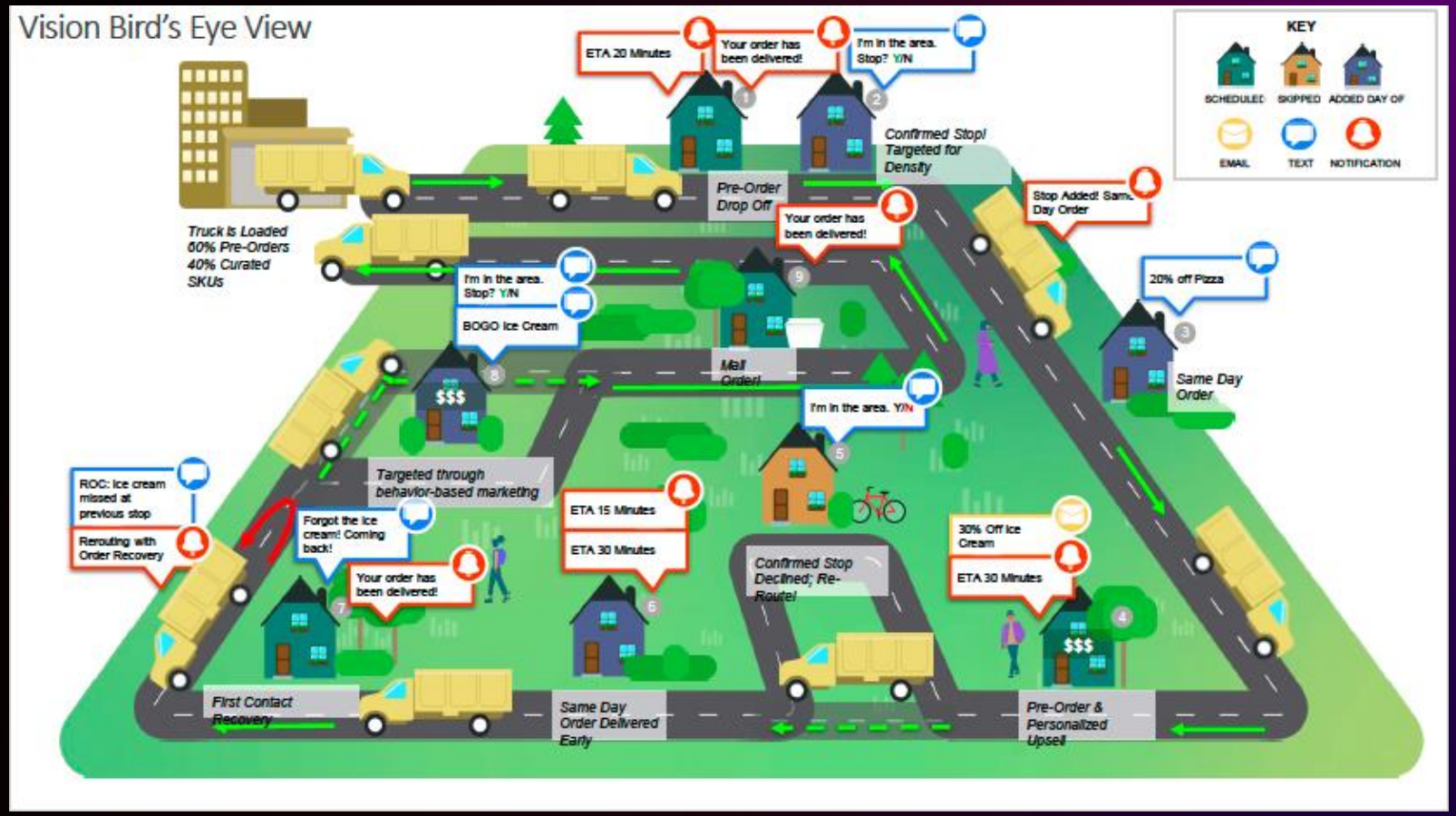
One neighborhood x20K

50%
e-commerce delivery

50%
mobile retail

Challenges

- Mobile retail 50% inefficient
- Manual, random connectivity
- Push vs. push/pull driven frequency
- Customer and employee churn



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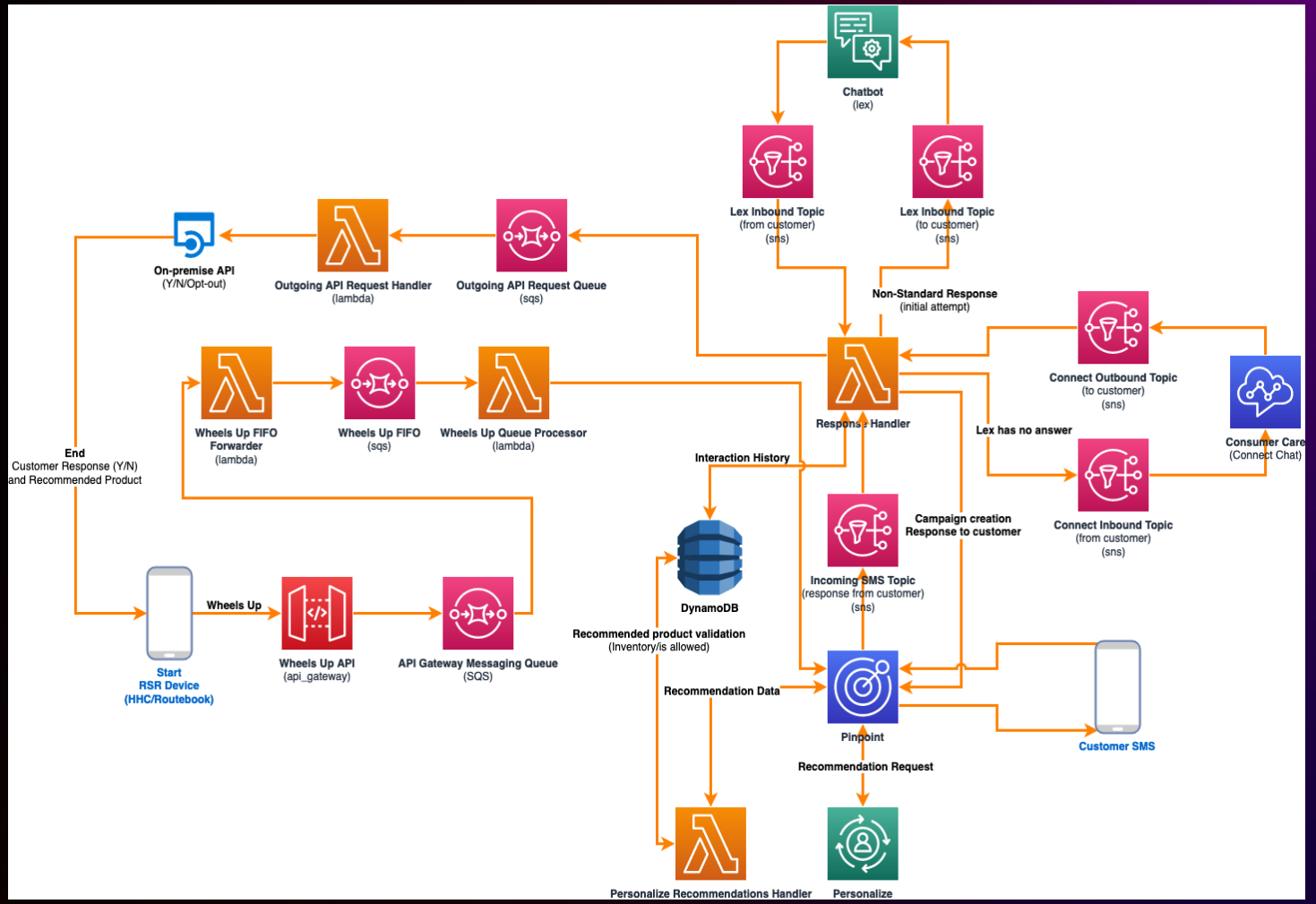
Solution components

AWS introduced **Amazon Pinpoint** to maximize time, sales, and flexibility for customers to have food delivered when it is most convenient for them

Amazon Personalize was integrated into the solution for product recommendations

Amazon Lex interprets yes/no responses that are non-standard

Amazon Connect enables 2-way communications between customers and live agents for a world-class customer service experience



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Outcomes

Speed to **experiment** with low-fixed commitment

Speed to **scale** with iterative flexibility

Speed to **value and ROI**



DIGITAL DOOR KNOCK JANUARY 2022

Scott, a spreadsheet, AWS PinPoint & Personalize on Scott's credit card, testing in three routes in Gretna, NE, tracking results on paper.
No kidding.

DIGITAL DOOR KNOCK OCTOBER 2022

110,000 DDKs with 8,000 “Yes” responses sent straight to the HHC for about a half million dollars in revenue (~$60 AOV), with 45,000 “No” responses that free up another half million dollars in cost (~$12 every stop).
Every day.



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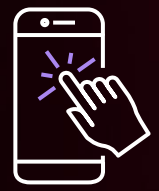
The future



Data-driven decisions



Expanding customer interaction using Alexa



New customer-friendly mobile app

YELLOH!™

New brand

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Thank you!

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