

Ben & Jerry's Customer Spotlight

Ben & Jerry's creates more appetising interactions with external partners, using Dropbox Business to store and share files related to its retail shop setup and management.



“Dropbox Business lets us share relevant, up-to-date information with suppliers, contractors, and anyone else involved in a project. If we make changes to a file, everyone knows about it. Our lives have become a lot easier with these smoother processes in place.”



Adrian DiTonto, National Retail Operations Manager,
Ben & Jerry's Unilever Australia

Key Results



More accessible support
for franchisees



Ample space to
accommodate large files



Secure sharing with
outside partners

THE CHALLENGE

File hide and seek

For ice cream innovator Ben & Jerry's, local scoop shop franchises are not just channels for distributing the latest catchy flavor names. They're platforms for delivering on Ben & Jerry's social missions — like supporting fair trade and reversing climate change. Scoop shops play an essential role in the company's success, so corporate interaction with them is vital.

Unfortunately, because company files were saved across everything from external hard drives to Microsoft SharePoint to team members' PCs, managing the paperwork associated with shops in Australia and New Zealand became chaotic. “We were wasting a lot of time chasing down documents,” explains Adrian DiTonto, National Retail Operations Manager for Ben & Jerry's Unilever Australia. “It could take

a week to find a franchise agreement or chase down shop photos from a third party. Sometimes we just couldn't find files at all.”

THE SOLUTION

Consistency and smoother workflows

Ben & Jerry's parent company, Unilever, decided to have DiTonto and his partners start using Dropbox Business to store and share files. Doing so allowed the company to keep files in one convenient place — while establishing more uniform processes around external sharing. As DiTonto says, “Dropbox Business lets us share relevant, up-to-date information with suppliers, contractors, and anyone else involved in a project. If we make changes to a file, everyone knows about it. Our lives have become a lot easier with these smoother processes in place.”

Dropbox Business has also helped solve pain points around sharing large files. Previously, files would have to be zipped or sent in a chain of emails, but now DiTonto and his team exchange them using shared links.

THE RESULTS

More shops, more satisfied customers

Since relocating their files to Dropbox Business, the Ben & Jerry's Retail Ops team has had more time to focus on moving scoop shop projects forward. Rather than having to hunt down misplaced files, employees and contractors can access what they need instantly, and maintain their momentum.

"Because Australia is the benchmark for Ben & Jerry's retail rollouts, I've had a lot of inquiries from colleagues in other markets about adopting the same timesaving methods we've put in place here," says DiTonto. "Dropbox Business is the key to stopping wasteful conversations and giving individuals more autonomy."

By establishing new efficiencies, Dropbox Business has helped Ben & Jerry's streamline retail launches — which ultimately supports the company's growth and social mission. "We always want to make sure franchisees are getting what they paid for," DiTonto adds. "Dropbox Business keeps us all in the same loop, working toward the same goal. It's good for their business and for ours as a whole."

Customer use cases

How Dropbox Business helps

Sharing	Employees can easily, securely exchange project files with contractors, suppliers, and scoop shop owners to keep franchise operations moving forward.
Collaboration	Coworkers can collaborate and share large files using shared links, rather than having to zip files or send them via multiple emails.
Control	Finding the right document no longer requires searching through emails or making frantic phone calls, as every file is organised in one convenient place.

"We exchange a lot of large files, which was always an issue for us in the past. With Dropbox Business, we don't have to worry about zipping files or cramming them into emails. We can send a link, preview the content, and only have to download the file if we want to."



Adrian DiTonto, National Retail Operations Manager, Ben & Jerry's Unilever Australia

