



CONNECTED FRONT OFFICE

VIDEO TRANSCRIPT

In the consumer goods market, traditional borders between business to business and business to consumer are vanishing. Connecting manufacturers, retailers, consumers and ecosystem partners to create unique business to business to consumer experiences is key. Actively manage all touchpoints and you will ultimately win the consumers hearts and minds.

Accenture's industry experience and the world's number one business to business to consumer platform Salesforce have joint forces to offer you the connected front office and create the new normal.

This comprehensive set of tools based on one cloud platform unlocks better collaboration and seamless communication across relevant departments. Salesforce social studio let you spot activity on social media. Measure online trends to inform your brand and product management. Anticipate demand for existing or new categories and position your product range accordingly. Manage and optimize trade promotional spend, profit and retailer revenue with Accenture Cloud Trade Promotion Management. Use the Retail Execution solution to get a 360-degree real-time view of all your retail partners and allow sales reps and merchandisers to prepare for store visits on desktop or mobile.

Your teams can use the Salesforce marketing cloud to build consumer journeys and help you know and grow your consumer first party data. The combination of real-time data from multiple sources and the connected front office drive insights throughout the entire ecosystem. Enabling manufacturers to make better informed decisions faster. The results: Consumers enjoy a seamless omnichannel experience fostering loyalty and a positive relationship with our favorite brands.

Get in touch and find out more.

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