

CASE STUDY

GLOBAL CPG COMPANY: FINDING THE SCENT OF DIGITAL COMMERCE SUCCESS

A consumer packaged goods company, who sell grooming products in the Chinese market, wanted to make sure they had a digital commerce strategy that would deliver measurable impacts and business growth

HOW WE HELPED

We helped them make it happen with a five-year strategy that set them on the path to new heights of digital commerce growth. A key question at the outset was how to balance in-house and outsourced capabilities. One part of the answer was clear – this business needed in-house skills in digital commerce. So, we made sure their workforce acquired the foundational competencies they required.



Then we helped them choose the right digital platforms that would grow the business – in this case Tmall. We managed all the operational and technical requirements to get the company's products live on these sites. And we refreshed their own brand website at the same time to ensure their customers always received an exceptional service – whichever channel they were using.

We also made sure analytics were integrated at the very heart of their new website. And we facilitated a new partnership with Alibaba to leverage UniMarketing data. That way, they could be sure they had access to the real-time insights into consumer behavior that are an essential element of creating market-leading digital commerce and digital marketing campaigns.

What's more, we created a managed services model for this company's end-to-end marketing, sales and customer service. Not only does it give them access to best-in-breed capabilities, but it also frees them to concentrate on what they do best – developing the products their customers want to buy.

THE RESULT

With their strategy and managed services in place, this grooming business has found the scent of enhanced digital commerce success. Their sales are already showing significant growth after just two quarters. They've successfully integrated their own brand promotions with Tmall campaigns. And they're delivering multiple marketing campaigns across multiple formats. But the best measure of success is, ultimately, what the customers think. And here, the results are showing a high satisfaction for customer service. It's a winning approach to digital commerce however you look at it.

AUTHOR

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