



# ACCENTURE CLOUD SOLUTIONS FOR CONSUMER GOODS DEMO

## VIDEO TRANSCRIPT

In the evolving consumer goods industry, the organization needs to be increasingly collaborative and agile in their go-to market approach. Leveraging the power of the Salesforce Platform, Accenture provides insights and predictive analytics from planning and to execution.

As a South America Regional Sales Director for North America, It's my role to set targets for the quarters' end. Quarter on quarter market share growth is lagging compared to expectations. So, I look at performance by region to find out why. The map and bubble chart show that Georgia is struggling. Using 'Chatter', I share the dashboard with my team to investigate.

As a Category Manager, I see the 'Chatter' post from my Director that clearly shows under-performance in Georgia. The regional dashboard shows that our cookies brand, Lopples, is below target. And Atlanta has the largest gap target.

The supervisor dashboard shows that I need to focus on overall improvement for Lopples in Atlanta with Kroger as my key focus. I share my findings with consumer marketing and key account management via 'Chatter'.

As Key Account Manager for Kroger Atlanta, I see that my brand team has addressed the gap for Lopples with an extra e-coupon campaign. The joint business plan confirms the Lopples issue and qualifies my gap to target. The promotion library suggests promotions based on announcements from previous performance and I see multi-buys as displays have traditionally

increased Lopples sales, but I can improve further, using social media to target a market trend or product grouping with consumer appeal.

On the trade calendar, I see all the national, regional and brand programs, as well as those promotions planned for my fiscal year account. The flexibility to choose any time frame, helps in both short and long-term planning. Switching the view allows me to see and plan within the retailers' timeline. And looking at the promotional in-store dates instead of shipments, emphasizes joint business planning.

By selecting the P&L, I can see a tabular view of the retailer's figures and drill down to the level of the categories and individual brands. Back on the Trade Calendar, I can filter conveniently for Lopples. I see the brand's e-coupon campaign, and key details like New Volume Forecast, Planned Spending and Profitability are shown in colour-coded KPI's.

When I switch to the other Calendar View, I can see promotions sorted by 'product' rather than 'type'. By comparing across multiple stores or regions, I can avoid cannibalising our own efforts as I detail our promotion tactics based on the suggestions from the promotion library.

I can see relevant details such as Customer, Date Ranges, Products, and Tactics all on one screen. After adjusting which product should be included on the display, I review – and if needed – change the planned volume of the promotion. Since this is a display promotion, I can add



sales collaterals to help my colleagues in the field sell-in.

I get both a pre- and post-analysis on both shipment and consumption volume.

As a Trade Finance Administrator, I need to clear deductions and send cheque requests. I can see the main KPIs – Customer, Dates, Status and Type of Payment Request at the top. I use 'Chatter' to confirm the deduction with my account lead.

The Scanned Data report gives me insights which tells me whether the conditions of the promotion were met and I can easily assign the right promotion using the pre-filtered pop-up.

With Accenture Cloud's 'one-page deduction', I have everything that I need to make informed decisions right away.

Accenture Cloud, powered by the Salesforce Platform delivers a single version of the truth, tailored to individual needs to help organizations win customers and improve business outcomes.

Copyright © 2019 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.