



ACCENTURE CLOUD SOLUTIONS FOR CONSUMER GOODS

VIDEO TRANSCRIPT

In the evolving consumer goods industry, 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 East 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 Field Sales Manager, I see the chatter post from my director clearly shows underperformance in Georgia. The regional dashboard shows that Lopples is below target and Atlanta has the largest gap to target. The Supervisor dashboard shows that I need to focus on overall improvement for Lopples in Atlanta with Kroger as my key focus. By selecting customers, products and tasks, I create the needed sales activities and activate my market share driver activities pushing to the sales reps for customer visits. I share my findings with the sales team via chatter and request input from the key account manager on brand position.

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 announces 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. The social market research dashboard shows positive consumer feedback around organic and raspberry. So, those will be my display plan focus. On the trade calendar, I see all the national, regional and brand programs, as well as those promotions planned for my account. I can filter for Lopples and plan new activities. I see the brands e-coupon campaign and key details like new volume forecast, plan spending and profitability. As I execute, I can see how I am progressing against promotional targets.

As Field Sales Representative, I cover organized and independent stores. I work both on- and offline with my iPad. I see all my tasks color-coded by priority and that I am performing below my peers with Lopples. There is a chatter post from my manager alerting me to new sales activities due to a team wide issue with Lopples. In the sales folder, I see the details of the additional promotion in relevant stores with expected results according to clear upsides.



The calendar color codes my tasks by phone call, in-store visit or email. I can drag and drop stores into the calendar to plan new visits. I check out the store details to prepare for my visit. When their perfect score index is 85%, I know I can offer them incentives for participating in the Lopples promotion. Visit note show that this store values innovation and I use that insight when pitching the market share driver event. The sales folder shows the promotion dates and featured SKU's and I can use augmented reality to elevate spatial concerns with the display placement. I add an order pre-populated with products for the display to complete the visit. After leaving the store, my next customer calls to reschedule. Using map-based planning, I see relevant customers in the vicinity filtered by relevant KPI's indicating potential issues, add a new call to my calendar, contact the customer and get going.

As a retailer, I use the self-service portal to check orders and expected deliveries. I can see the promotions scheduled during the sales rep visit, view upcoming promotions and plan using expected results. A large portion of my sales are products from this manufacturer so I value the insights they provide to help improve my key performance indicators.

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.

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