Trust, Transparency and Traceability

Creating business value through enhanced trust and reduced risk across the value chain

Call to Action

63% of consumers refuse to buy products and services from companies they do not trust

Stakeholders assume companies have full visibility and control

45 point gap between public expectations on company responsibilities and their performance

Companies risk losing stakeholder trust

Complexity is a barrier not an excuse

Digital is disrupting the status quo

63% of CEOs mention supply chain complexity as a top three business risk

Value at Stake

Traceability and transparency can provide opportunities to unlock significant value in the consumer goods industry, illustrated with examples:

> $5bn per annum

Value in protected boycott sales by maintaining consumer trust

>A national agribusiness set up an automated traceability system contributing to improved customer satisfaction – reduced number of complaints and time needed to handle them by more than 75%.

> $10bn per annum

Value to the industry from mitigating recalls costs

>Following a series of food contamination events a fast food chain projected losses of $210m, a 10% decline in revenue year on year and the closure of 131 stores.

> $26bn per annum

Value in reduced operating costs & duplication efficiencies from improving standards

>A Spanish food company implemented a traceability system leading to a 10–15% reduction in farmers’ cost, a 100% increase in production with the same workforce and a 20% reduction in indirect costs.

~ $9bn in total

Value in growing revenues across the overall consumer base in traceable products

>A multinational products company launched functional dairy products with detailed information on customer health benefits. One new product reached sales of $130m in year 1 and since introducing these products the company has outperformed the S&P 500.

Walking the Walk: Your Traceability Journey

Today

Vulnerability

Proliferation and ad hoc application of new digital tools

Unclear return on investment

Reactive reputation management

Tomorrow

Visibility

Product and performance visibility across the end-to-end value chain

Stakeholders engaged to jointly manage issues

Complementary digital tools

Transparent plans and progress updates

Beyond

Trust

Collaboration and partnerships across the value chain

Proactive issue management

Digitally enabled information exchange across end-to-end value chains

Consumer engagement and stronger market position

Learn more about how companies can drive competitiveness through ethical supply chains with our full report: www.accenture.com/ethicalsupplychains