

Salesforce Consumer Goods Cloud Capabilities Matrix for Retail Execution and Trade Promotion Management

Industry Imperative: Accelerate Embedded Commerce & Increase Transactional Growth

Key challenges and opportunities

Provide additional channels for consumers to purchase from your brand



Salesforce Consumer Goods Cloud capabilities

Salesforce Commerce Cloud enables consumer goods companies to build and customize digital storefronts, manage product catalogs, process orders, and optimize the online shopping journey to drive conversions and increase sales directly to consumers.

Experience Cloud is designed to create self-service support communities, gather feedback and insights from customers, and foster brand advocacy and loyalty among DTC customers.

Forecasted increase in demand for personalized marketing



Personalize messages across multiple channels using Marketing Cloud Engagement

Industry Imperative: Drive Employee Productivity & Operational Efficiency

Key challenges and opportunities

Complexity in managing retail execution processes



Field Sales Reps may be unable to access system information without a network connection



Streamline task execution during visits and improve field rep efficiency



Repetitive administrative work



Improve manufacturer-retailer relationships



Salesforce Consumer Goods Cloud capabilities

Manage retail execution processes, including store visits, merchandising, and promotions to improve visibility and execution efficiency.

Consumer Goods Cloud mobile app offers offline functionality for field reps to view and complete their tasks without an active network connection.

Sync visit tasks with the Consumer Goods Cloud mobile app for field reps to access on the go.

Leverage templates, or copy and edit existing promotions to streamline the planning process.

Reconcile claims to promotions for efficient settlement and dispute resolution using Claims Management in Salesforce Consumer Goods Cloud . Salesforce Consumer Goods Cloud also supports trade promotions to improve brand awareness, better shelf placement at retail stores, and increase sales volume.

Industry Imperative: Simplify Promotions Planning

Key challenges and opportunities

Complexity in managing and coordinating trade promotions with multiple business partners

Visibility into business performance

Visibility into trade spend (budget)



Salesforce Consumer Goods Cloud capabilities

Manage multiple trade promotions with retail partners on a shared trade calendar.

Review insights to gain visibility into forecasted performance vs. target to identify where promotions are required to fill the gap (accounts, categories, products).

Gain visibility into tracking budget information using Fund Management.

Industry Imperative: Increase Analytics Capabilities Through Digital Transformation

Key challenges and opportunities

Inefficient visit scheduling and route planning



Visibility into trade promotion effectiveness



Lack of data accuracy



Manual KPI calculations



Salesforce Consumer Goods Cloud capabilities

Visit and task recommendations with Salesforce Einstein for Consumer Goods Cloud.

Build Salesforce reports to gain visibility into trade promotion effectiveness and see where promotions are required to meet sales targets.

Data validation in Salesforce ensures that valid values are entered for fields, while an integrated platform enables a unified view of the same data.

Define and automate KPI calculations in Salesforce, and report on these key metrics to increase visibility and identify important trends.

Industry Imperative: Build Trust & Deliver Effective Commerce Experiences

Key challenges and opportunities

Lack of visibility into inventory levels

Personalized digital experiences



Salesforce Consumer Goods Cloud capabilities

Manage inventory levels using Inventory Management to ensure that retailers have enough product in stock.

Personalize digital experiences with Marketing Cloud and Experience Cloud by tailoring online interactions and content to meet the specific preferences and behaviors of individual users or customer segments.

Industry Imperative: Hedging Against Tighter Consumer Spending

Key challenges and opportunities

Price conscious consumers



Salesforce Consumer Goods Cloud capabilities

Offering competitive prices, promotions, and value-added benefits can help attract and retain price-conscious consumers while driving sales and revenue growth.

Promotions in TPM can support a volume-based selling strategy to keep prices low while maintaining profitability.

Product diversification



Manage the product mix in Salesforce Consumer Goods Cloud and leverage reporting to evaluate product performance and make decisions on the optimal product mix.



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