

# Sales & Marketing Offering for CPG

Consumer Goods and Distribution



In the dynamic global environment, consumer packaged goods (CPG) organizations need to achieve faster time to market and focus on winning at the shelf by equipping the sales force with advanced digital technologies. They need to ensure improved revenue and enhanced sales force productivity and effectiveness. Tata Consultancy Services' (TCS') Sales and Marketing Solutions, backed by our rich experience of working with global clients, help CPG companies identify the right technologies to drive sales transformation journey. These solutions help improve promotional return on investment (ROI) and product availability.

## Overview

As CPG companies, retailers, and distributors unite across channels to provide seamless consumer experiences across various touch points, they seek scalable and flexible platforms. TCS' Sales and Marketing Solutions help CPG companies:

- Accelerate the Revenue Management journey with data driven “intelligent insights”
- Improve sales decision-making though real time data and insights on price, promotion, and sales performance
- Increase customer, trade, and internal partner satisfaction through enhanced focus on visibility, communication, and collaboration
- Transform trade promotion planning through implementation of world class solutions
- Improve field force productivity though digitization, automation, and analytics
- Reduce IT overheads and time to market through innovative, scalable, and flexible platforms

# Solution

TCS' Sales and Marketing Solutions include business consulting, solution implementation, and support services to CPG customers. Some of our key offerings are:

## **RevenuePrime™**

- Cross functional insights at enterprise level to accelerate Net Revenue Management journey
- Revenue & profit growth driven by data & intelligent insights
- Harmonizing data from different sources to provide a unified view across key NRM levers
- Key levers: Pricing, Promotion, Portfolio Mix, Trade Investment, Profitability
- Library of over 200 KPIs and 100 dashboards for real time insights, problem diagnosis and right recommendations

## **ChannelPrime**

- Digitize collaboration between the channel partners and CPG companies in single platform
- Empower Distributor Salesforce with Intelligent & Automated tools for seamless Sales Execution and decision making
- Self-service portal for distributors and retailer's community to access digital assets
- Enable customer B2B ordering for digital sales, brand content, promotional information and training materials

## **PromoPrime**

- Consulting and implementation services spanning trade promotion planning, execution, evaluation, and analytics for best-of-breed solutions
- Trade Promotion Optimization
- Key Account Management and Joint Business Planning
- Business process services related to claims and settlement

# Benefits

TCS helps CPG companies to win at achieving their Net Revenue Management goals, Promotion ROI and Channel Collaboration efforts. Our offerings cut across different functional areas, providing the following key benefits:



Better price mix to suggest right premiumization strategy boosting profitability, and ROI



Optimize trade investment to improve overall margin



Recommending right product mix to right customer



Improved field force productivity through digitization, analytics, and automation



Enhanced collaboration and visibility with channel partners



Quicker claim resolution, coupled with better analysis and tracking



Better sales decisions through access to real-time data and insights



Transform trade promotion planning through implementation of world class solutions

# The TCS Advantage

TCS Sales and Marketing Solutions, with a strong combination of domain and technology expertise, offers CPG customers effective solutions in the areas of net revenue management (NRM), customer relationship management (CRM), trade promotion management (TPM), channel collaboration, and sales force automation (SFA). Whether it's speeding up implementation or adopting best practices, our solution accelerators are predefined to fulfil specific needs of the industry.

TCS has served global CPG companies by providing product implementation and deployment services, along with business consulting services such as end-to-end business process benchmarking and program roadmap definition. TCS also has strategic partnerships with leading solution vendors for CRM, trade promotion, retail execution, sales force automation, and field service

# How We Help Our Customers

## **World's largest Food company:**

- Improve pricing decisions using price ladders
- Predicting right price points and their impact using price elasticity and cross elasticity
- Predicting better pack sizes through what if simulators

## **Global spirits major:**

- Improved market share by better competitive positioning to increase sales productivity
- Improve Outlet Level sales growth to achieve better outlet compliance
- Creating expanded e-commerce storefront to enhance engagements with customers

## **Europe-based food company:**

- Evaluate trade promotion process maturity and define requirements for a TPM system
- Implement a TPM system as their systems integration partner
- Reduce unauthorized retailer claims and improve service levels

# Awards and accolades



## Contact

Visit the <https://wwwtcs.com/analytics-and-insights> page on <https://wwwtcs.com>

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## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 469,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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