

# POI Global Promotion Optimization Summit



*Big Data*  
*Pricing TPO*  
*Retail Execution*  
*Mobility TPM*

**Sales & Marketing Transformation: Consumer Goods Account Management in the mobile world**

Adam Holmes & Dr. Martin Burgard

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# Sales & Marketing Transformation



# Shifting consumer demands digital technology are creating disruptive change in how consumers buy from you and your customers



## Disruptive Trends in Europe

- 1 Highly Informed** 57% of smartphone owners use their phone to search for information when out on shopping
- 2 Price Sensitive** 63% of shoppers use smartphones to compare prices
- 3 Socially Connected** 66% Social network user penetration\* in Western Europe Vs 77% in Central & Eastern Europe in 2015
- 4 Trust the Crowd** 4/5 shoppers read guest reviews before proceeding to purchase
- 5 Self Promoting** 47% of Europeans share content with Facebook
- 6 Instant Gratification** 77% of UK consumers prefer live chat on phone call due to the immediacy of the response
- 7 Sharing Culture** 47% of Europeans use social media every week for sharing & viewing content

# The Challenge for Consumer Goods is driving growth & profit while, managing market volatility and changing consumers



## Demand Drivers

- Connected Distributors & Retailers
- Connected Employees
- Connected Consumers



## Competitive Pressures

- New Brands
- Retail Consolidation
- Distributor Mindshare



Responding to the “now” moment.

Agile, responsive network.

1:1

Targeted messages,  
product, & promotion  
recommendation

Everywhere

Face to face, mobile, web,  
call center, store

Smart

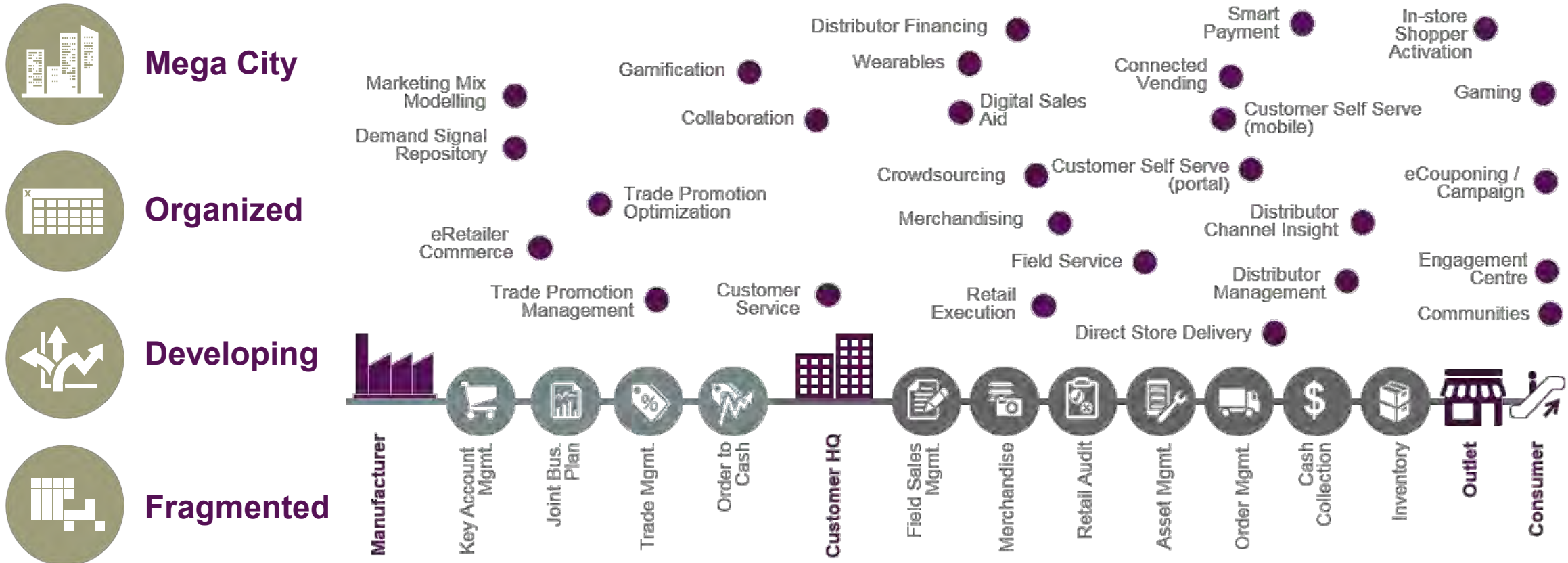
Real-time, proactive  
engagement

# Consumer Goods companies have created a “patchwork quilt” of capabilities to support the front office



Global Consumer Goods companies have 200+ applications addressing front office capabilities. Over 50% of IT investment is expected to be in the front office

## Market Archetypes



# Understanding the key European markets for consumer goods

By understanding the significant variances in the way that consumer goods route to market is executed we can define what capabilities should be delivered to release business value.

## UK & Ireland

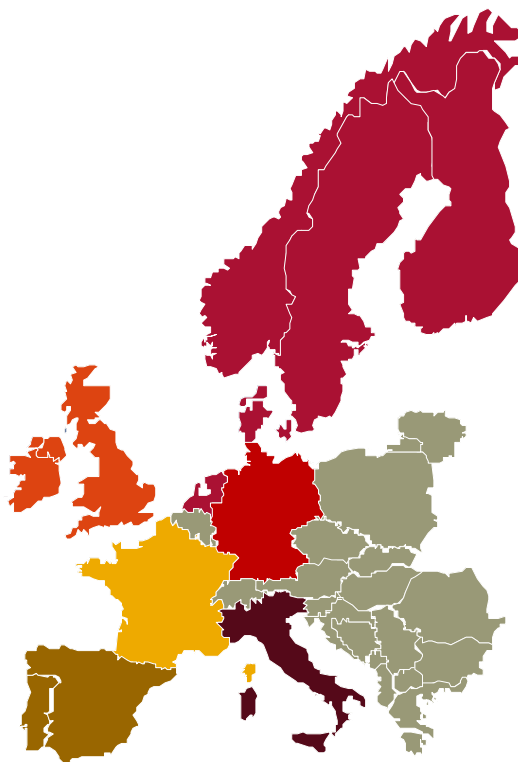
Mature Modern market. Sophisticated and well structured CGS organization. Simple direct/indirect route to market but short term promotions have great relevance and the level of market maturity pushes the need for more sophisticated capabilities.

## France

Mature Modern market. Well structured CGS organization. Direct/indirect route to market. The great negotiation power from the retailers pushes the focus on forecast accuracy. Need to manage complex listing agreement and leaf management etc...

## Spain & Portugal

Medium size market which is stable and predominantly modern. Structured CGS organization supports complex route to markets for both direct and indirect sales across a fragmented customer structure.



## Nordics

Medium size market which is stable and predominantly modern. Mixed capabilities within a CGS organization which supports simple route to market approach for both direct and indirect sales across a concentrated customer structure.

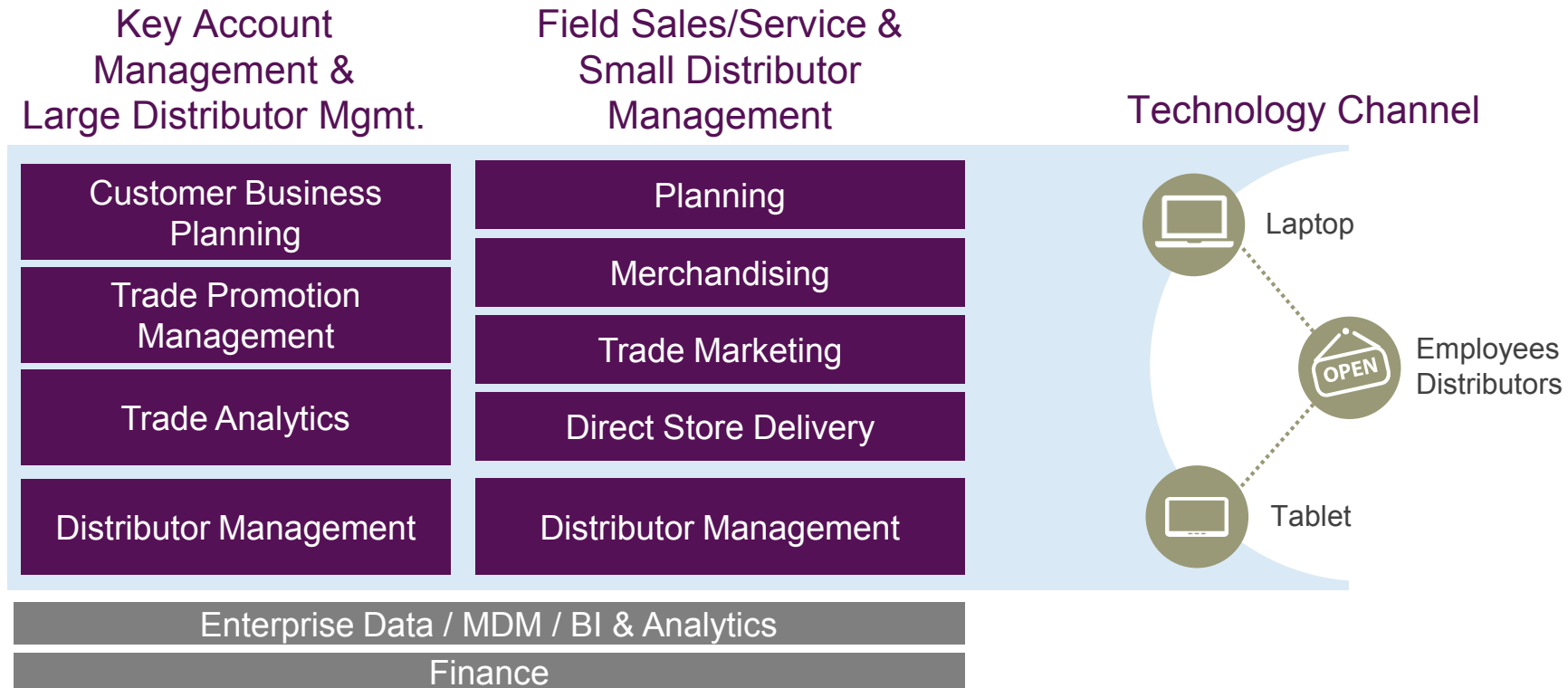
## Germany

Mature Modern market. Sophisticated and well structured CGS organization. Simple direct/indirect route to market where off-invoice and long term agreements takes precedence.

## Italy

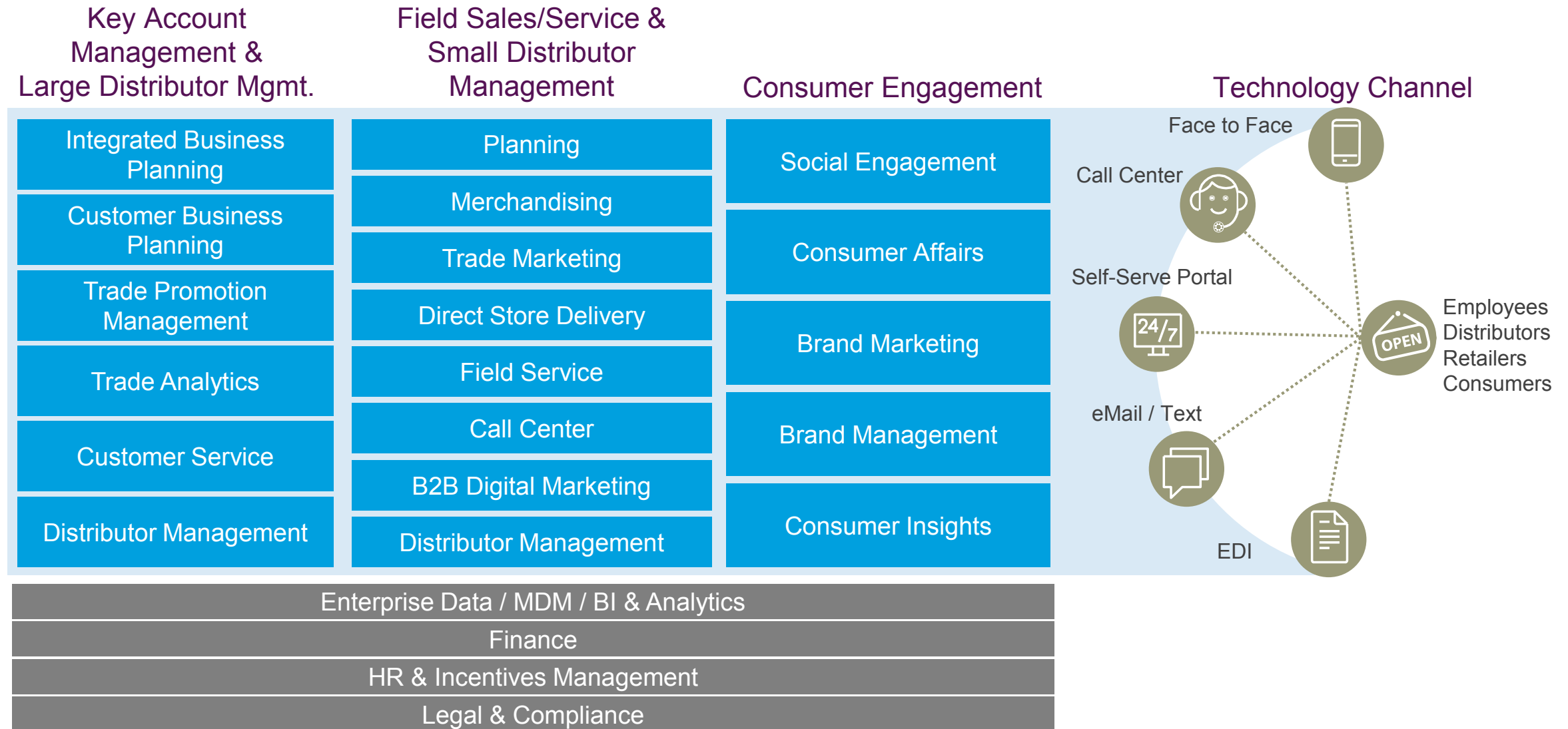
Medium size market which is stable and predominantly modern. Structured CGS organization supports complex route to markets for both direct and indirect sales across a fragmented customer structure. Long-term agreements are 2/3's of the business with quite "articulated" conditions.

# Today's Traditional Front Office Solutions





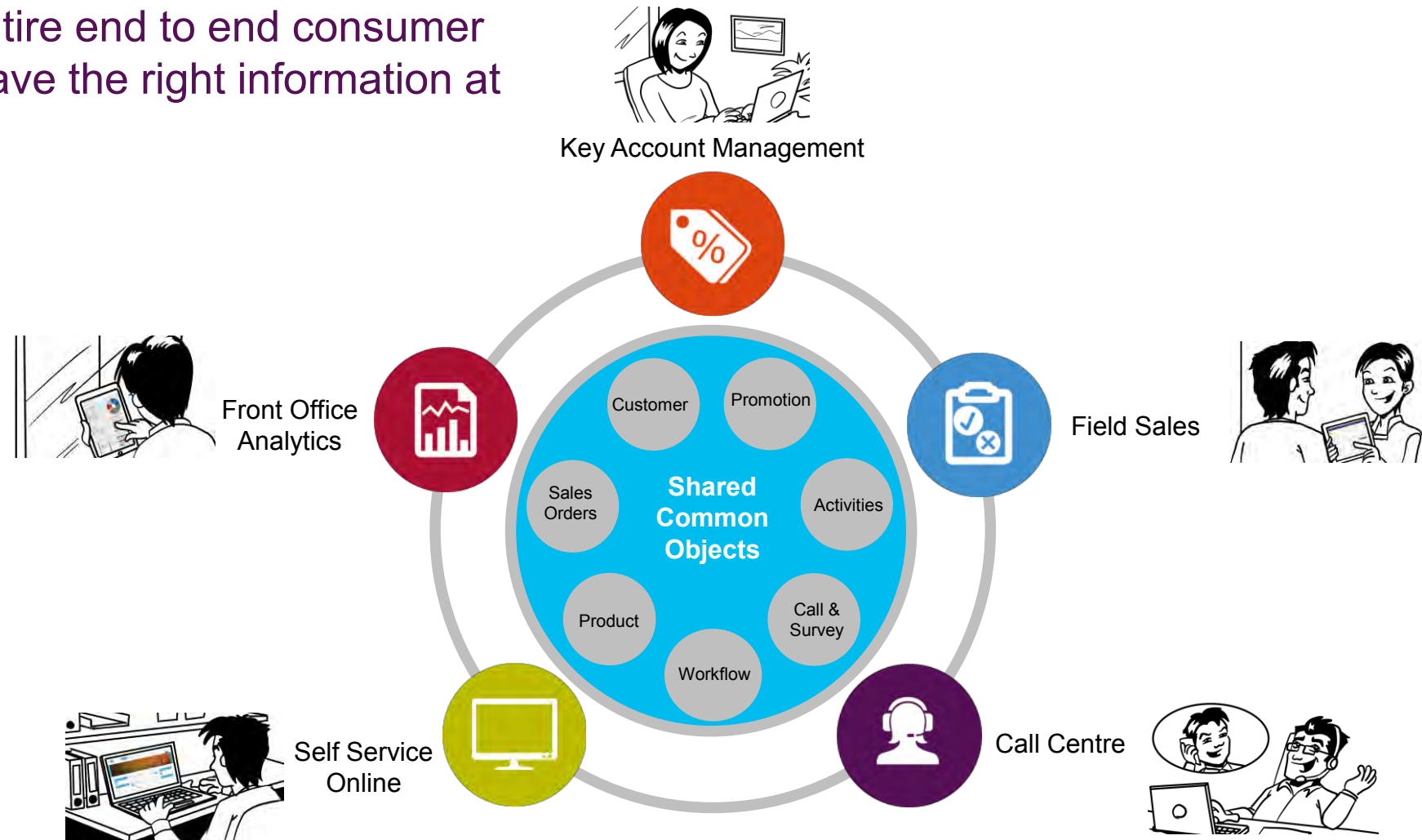
# Consumer Goods Companies require a single system of engagement for all sales, service and marketing processes.



# Supporting Front Office Processes from a Single Platform Example



Bringing together one fully naturally integrated ecosystem for the entire end to end consumer goods business to have the right information at the right time.



# Mobile activities of field sales users



Joel  
Sales Rep

**Generate new sales,  
survey compliance**



Lisa  
Supervisor

**Monitor and stay in  
contact with sales team**



Emilia  
Merchandizer

**In-store merchandizing,  
maintain compliance**



# Mobile activities of key account users



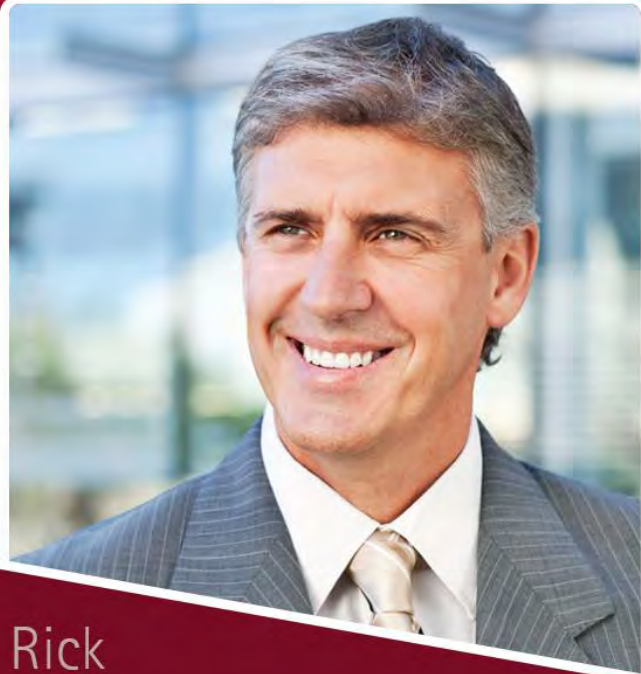
Richard  
Account Director

**Promotion Approval** 




John  
Key Account Manager

**Plan and Monitor Account** 



Rick  
HQ

**Monitor game plan** 

# Account Management in the mobile world













John  
KEY ACCOUNT  
MANAGER



I need to meet the targets and make my customers happy.

#### DAY IN THE LIFE

-  RISE AND SHINE!
-  Meets and greets team members
-  Monitors account performance
-  Monitors running promotions
-  Plans upcoming promotions
-  Analyses past promotions
-  Details out marketing activities
-  Conducts buyer calls
-  Adjusts upcoming promotions
-  SWEET DREAMS!

# KAM Cockpit as landing page

- 1 Monitor account performance
- 2 Monitor running promotions
- 3 Plan upcoming promotions
- 4 Analyze past promotions
- 5 Detail out marketing activities
- 6 Conduct buyer call
- 7 Adjust upcoming promotions

**KAM Cockpit**  
Kroger Atlanta • Monday, June 15 2016

**Kroger Atlanta**  
CONFECTIONARY & CANDY  
225 Baker St NW, 30313 Atlanta  
(914) 303-547-8944 - james.boss@kroger.com  
BUYER James Boss

**Current Year** (1)

RETURN ON INVEST	77%	85-100%
REVENUE	\$92.2m ✓	\$90m-100m
PROFIT	\$7.8m	\$9m-10m

Show Current Year's P&L

**Next Year** (6)

**Running Promotions** (2)

- Summer Cookies (05/23/2016 - 06/22/2016)
- Chocolate Pulse 2 for 1 (06/01/2016 - 06/07/2016)
- Confects 2 for 1 (06/26/2016 - 07/14/2016)
- Salted Caramel 2 for 1 (07/01/2016 - 09/15/2016)
- Halloween Cookies (09/02/2016 - 10/30/2016)

Show Calendar

**Planned Promotions** (3) NEXT 3 MONTHS

- Holiday Savings Event (07/01/2016 - 07/25/2016)
- Hot Cookies 3 for 2 (07/16/2016 - 08/13/2016)
- Summer Crisps Activity (07/25/2016 - 08/06/2016)
- School Start Cookies (08/13/2016 - 08/25/2016)
- Halloween Cookies (09/02/2016 - 10/30/2016)

Show Calendar (7)

**Top 5 Promotions** (4)

Timeframe: Last year | KPI: Own ROI

- Superbowl Confects (12/27/2015 - 01/28/2016) ROI: 285%
- Crisps 2 for 1 & End Cap (11/10/2015 - 11/23/2015) ROI: 172%

**Marketing Activities** (5)

- All for Superbowl (12/27/2015 - 01/28/2016)
- Crisps TV Campaign (05/15/2016 - 07/15/2016)
- Salted Cookies Introduction (01/01/2016 - 09/01/2016)



# A day in the life of John



## Monitoring account performance



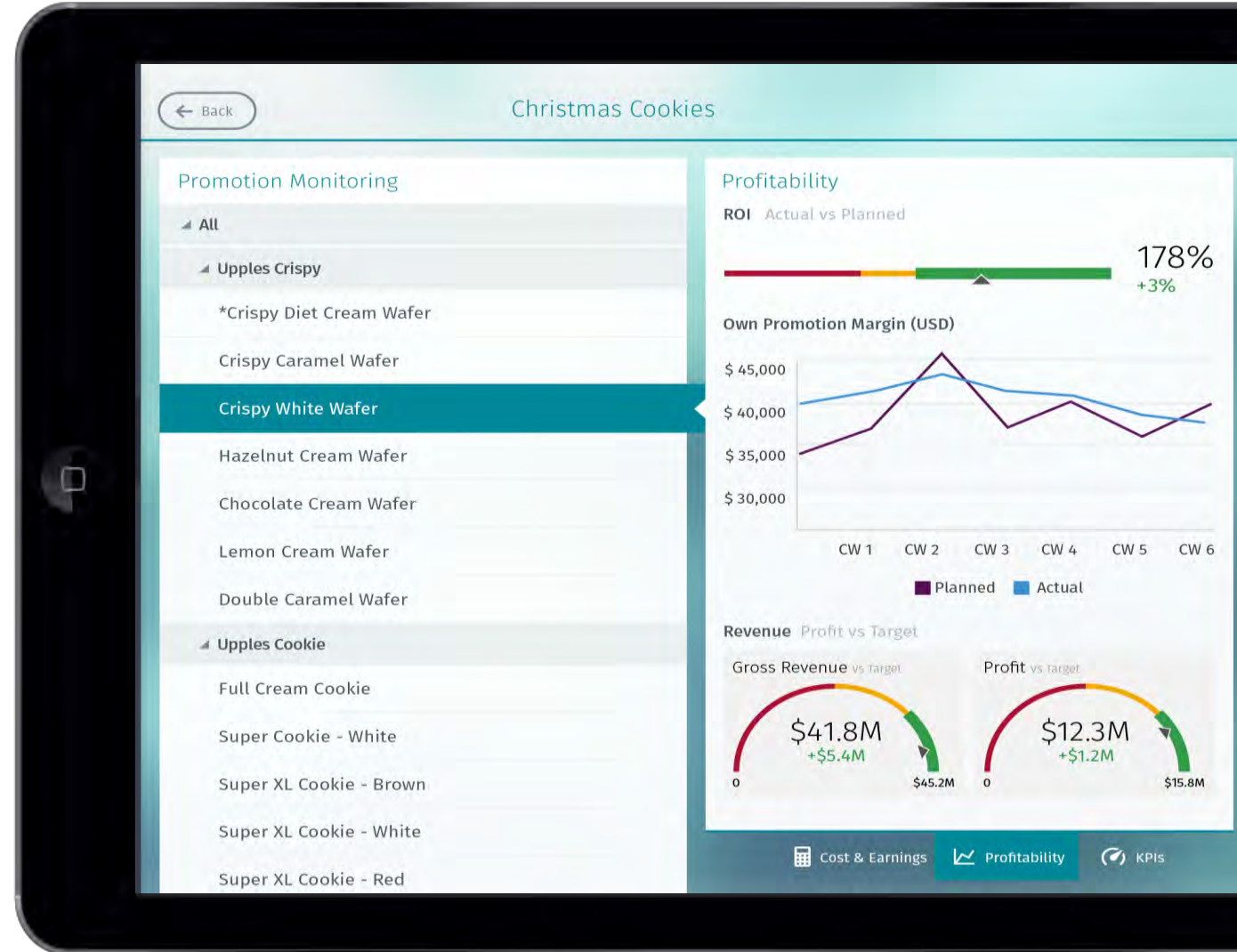




# A day in the life of John



## Monitoring running promotions





# A day in the life of John



## Plan upcoming promotions

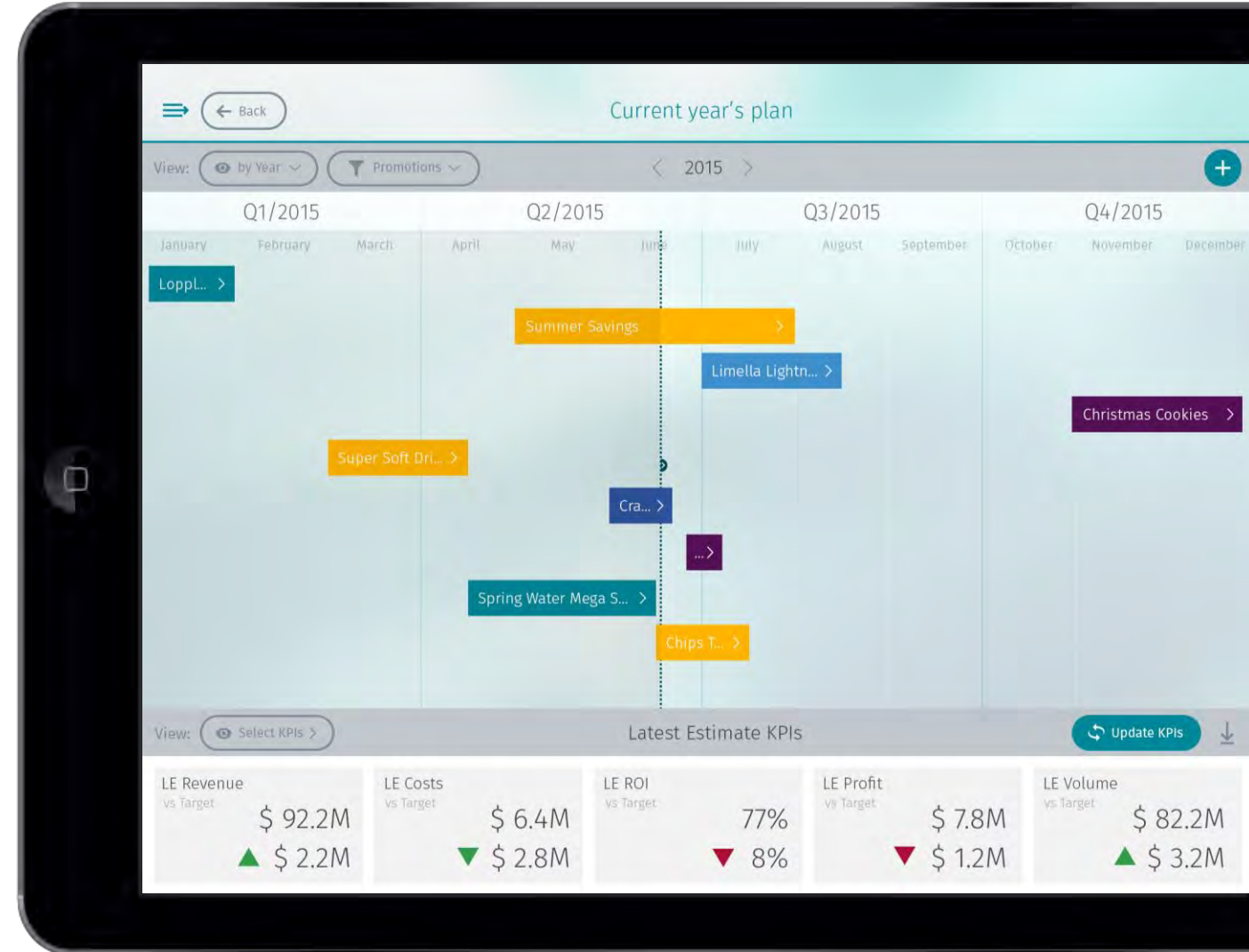




# A day in the life of John



## Analyse past promotions

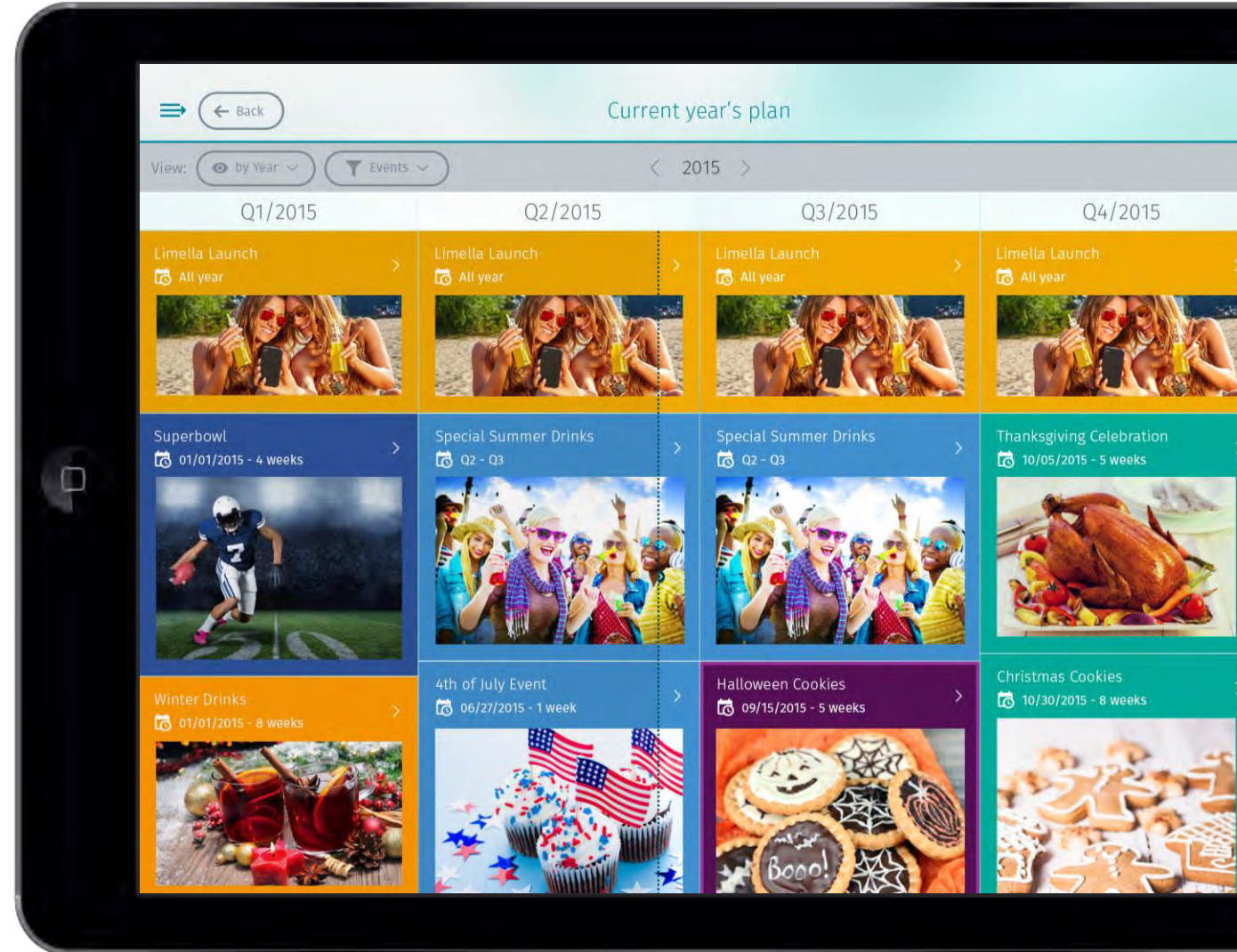




# A day in the life of John



## Detail out marketing activities

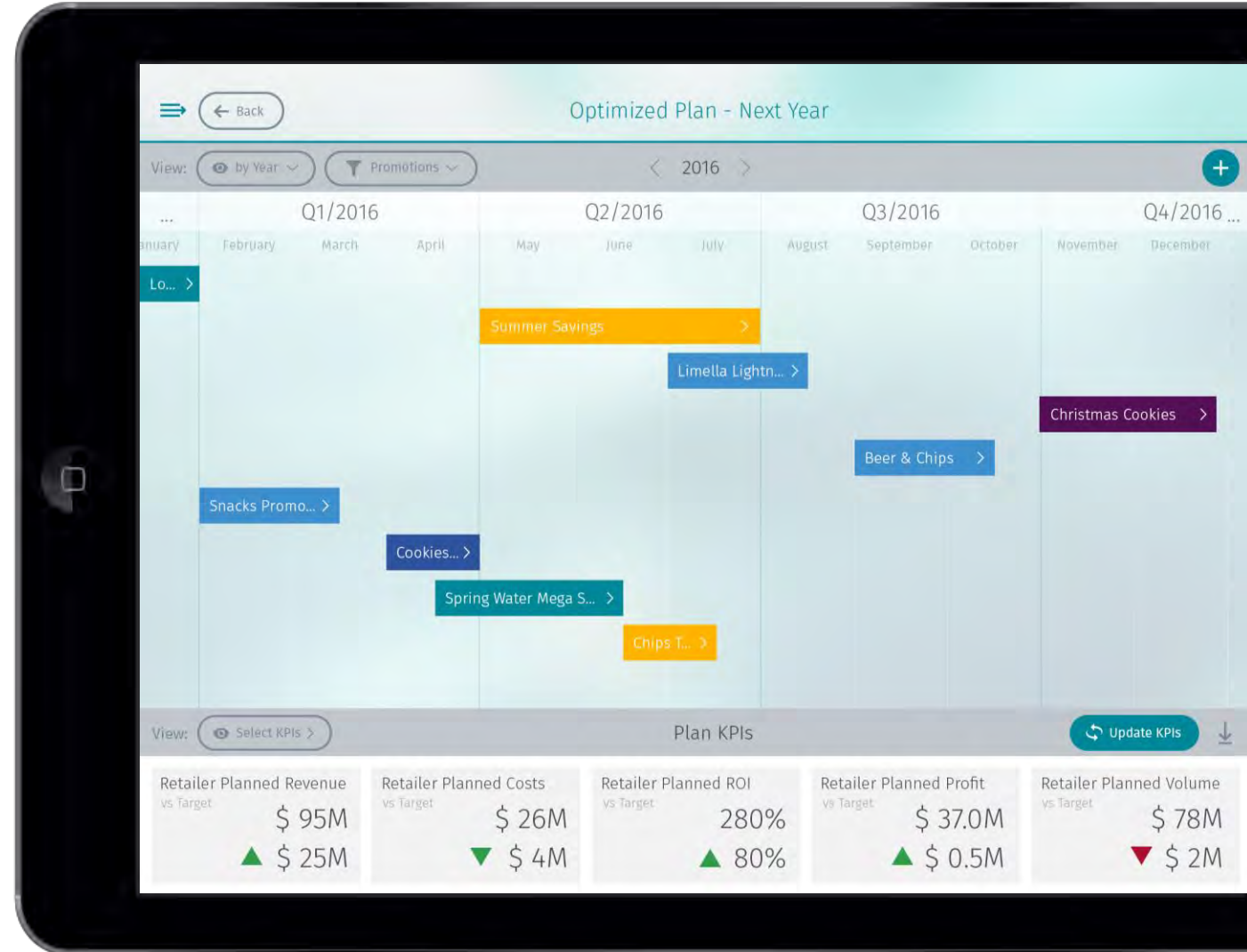




# A day in the life of John



## Conduct buyer call

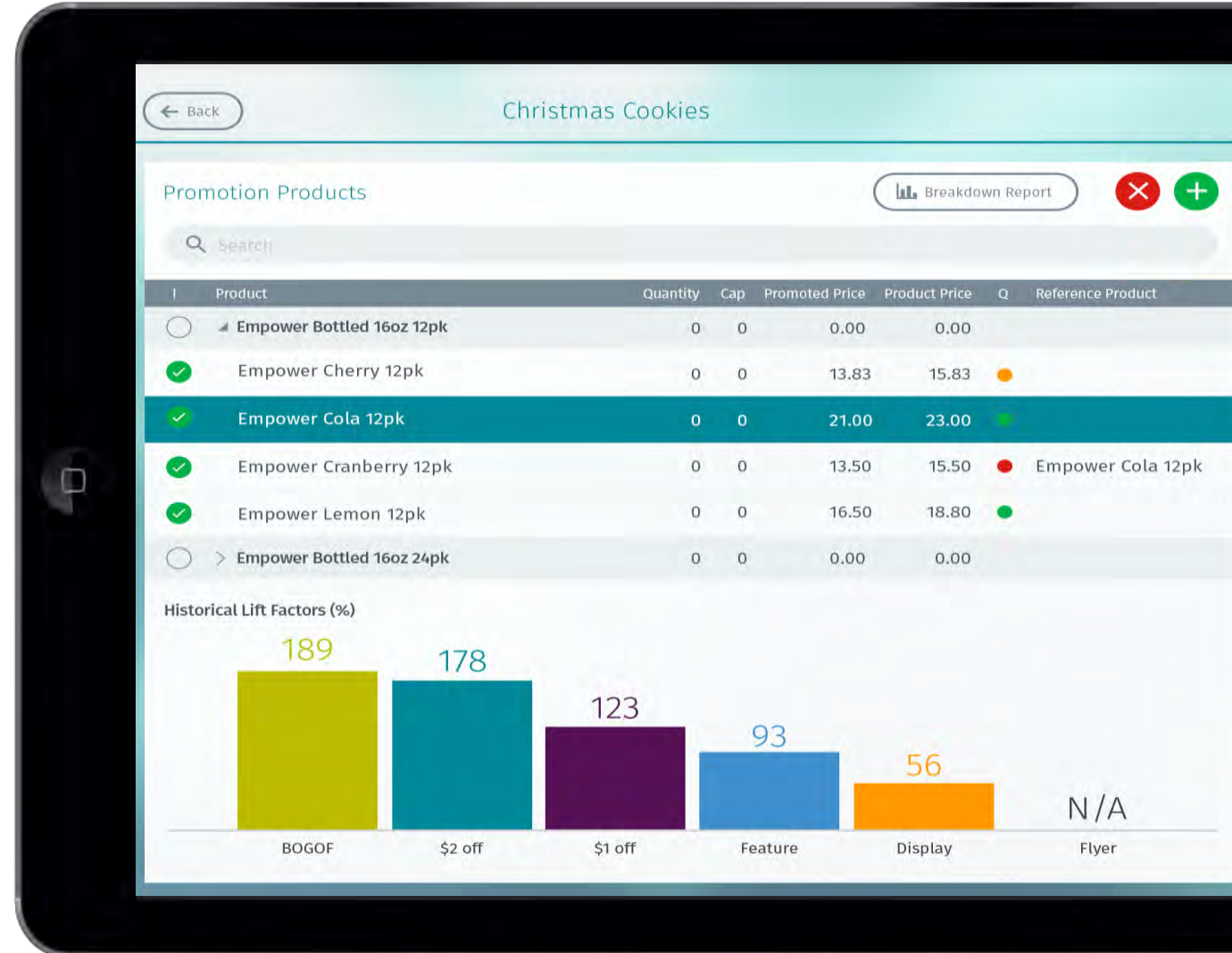




# A day in the life of John



## Adjust upcoming promotions



# Mobile support for the KAM - Summary



John  
Key Account Manager

**Plan and Monitor Account**

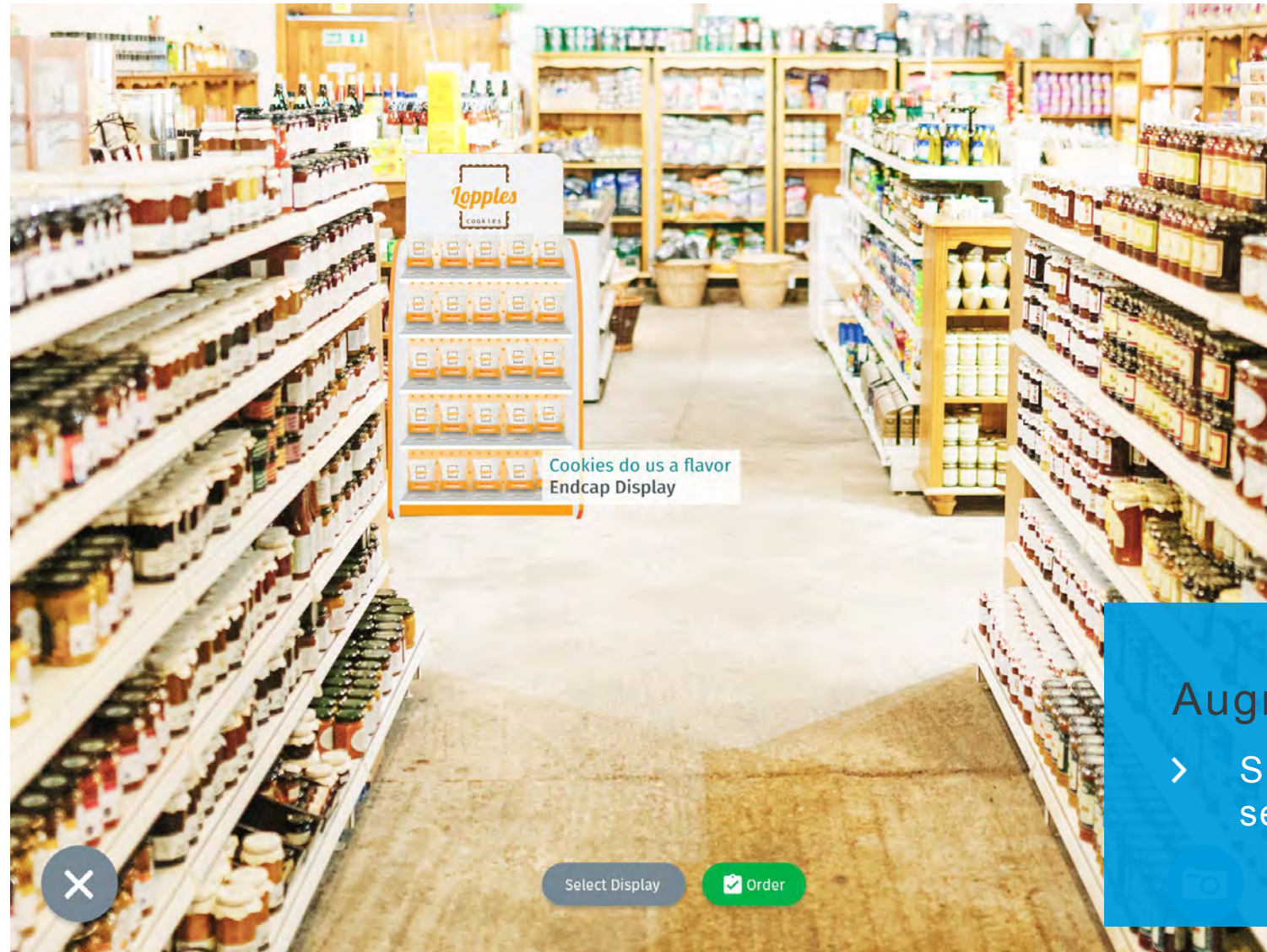



# Sales & Marketing Transformation Trends





# Leading edge



Augmented Reality

- > Support promotion selling

# Leading edge



☰ ← Back Your Performance

### Team Performance

20 Points until new rank 🏆

#1		Steven Schmitt 290 Points
#2		You 240 Points
#3		Donald Ressler 225 Points

### Your Badges

- 
- 
- 
- 
- 
- 
- 

Complete a mission to win more badges!

### Today June 17

1 # Visits		7
\$100 Sales		\$500
5% Out-of-stock rate		0-5%
94% Distribution rate		95-100%

### This Period June - July

95 # Visits		360
\$13,768 Sales		\$60,000
4% Out-of-stock rate		0-5%
92% Distribution rate		95-100%

### Period Breakdown

- > Week of June 1 ●
- > Week of June 8 ●
- ◀ This week ●

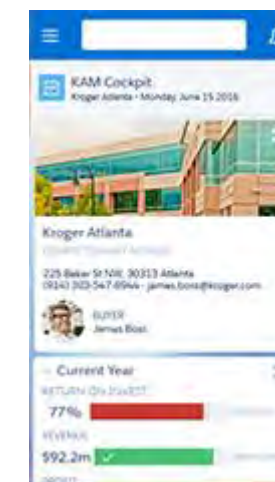
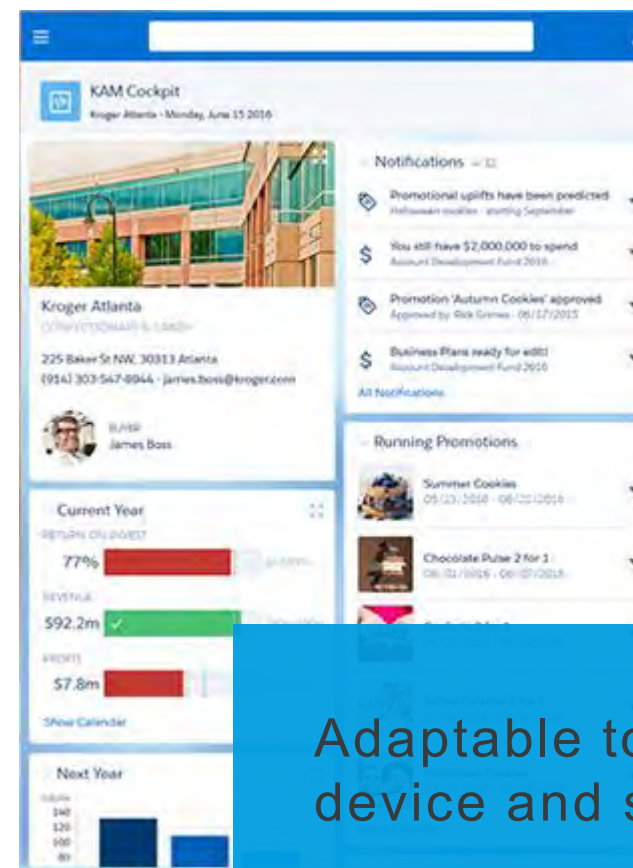
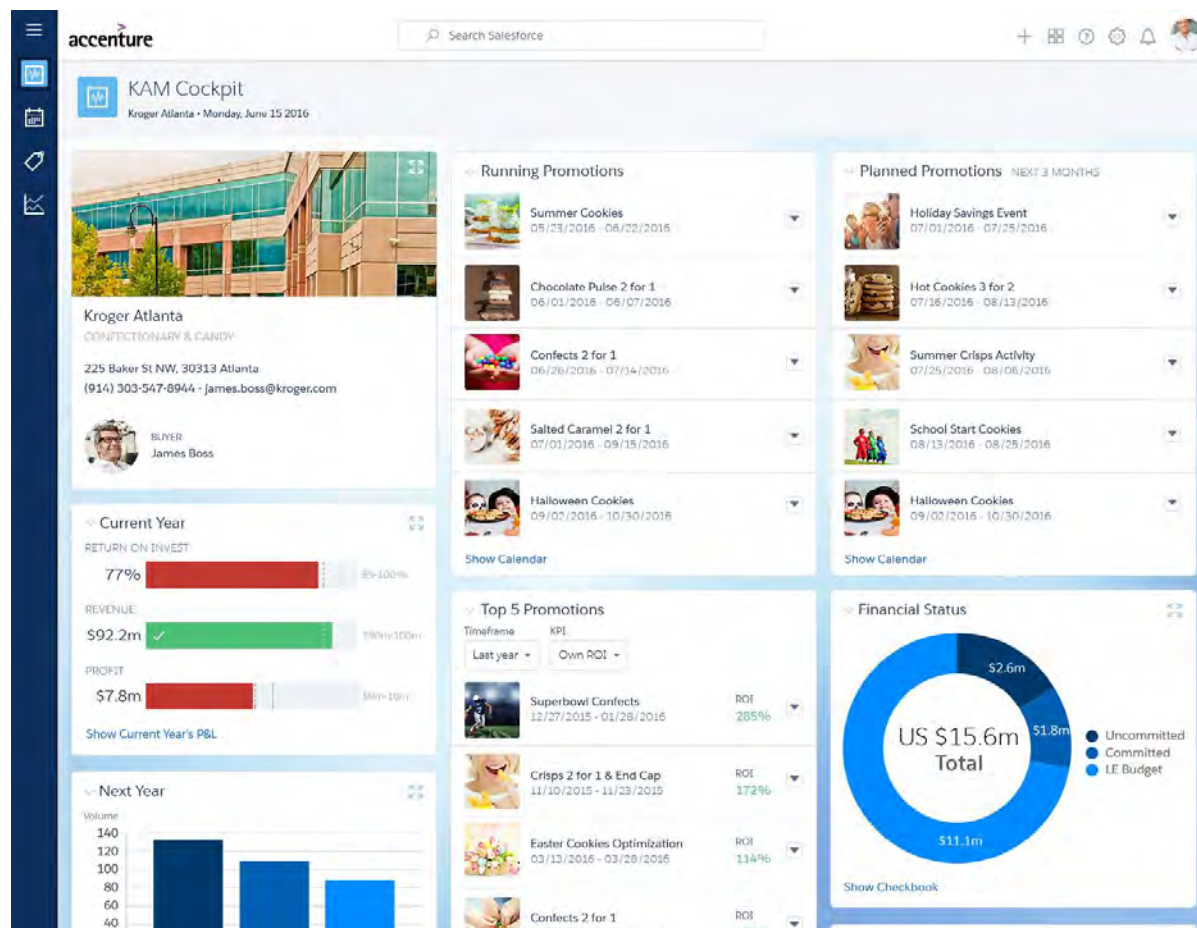
06/15/2015	<span style="color: green;">✓</span> 10 # of visits
	<span style="color: green;">✓</span> \$520 Sales
	<span style="color: green;">✓</span> 1% Out-of-stock rate
	<span style="color: green;">✓</span> 99% Distribution rate
06/16/2015	<span style="color: red;">✗</span> 5 # of visits
	<span style="color: green;">✓</span> \$505 Sales
	<span style="color: red;">✗</span> 9% Out-of-stock rate
	<span style="color: green;">✓</span> 98% Distribution rate
06/17/2015	<span style="color: red;">✗</span> 1 # of visits
	<span style="color: red;">✗</span> \$100 Sales
	<span style="color: green;">✓</span> 5% Out-of-stock rate
	<span style="color: red;">✗</span> 94% Distribution rate

👤 Objectives Overview   📋 Missions   🏆 Achievements   📁 Rewards

Gamification as a business strategy

- > Increase performance
- > Manage and monitor business objectives

# One UX / UI for all devices



Adaptable to any platform, device and screen orientation

- > Web, tablet and phone form factor
- > Optimized UI Patterns (dependent on business process and context)

# Responding to business challenges



## Consumer Engagement – Marketing & Service

Targeted social and digital engagement across multiple channels provide personalised consumer journeys. Once established, the cloud advantage can take the same approaches into emerging markets.



## Key Account Management & Field Sales

Build and deploy a rich set of sales capabilities, including mobile solutions, that can be used globally. Define core processes and metrics and combine with external data to provide advantageous business insight

## Agile Application Development

Address business demands and need for speed, agility and flexibility with scalable, mobile, integrated internal and external applications.



## Analytics Everywhere

Provide powerful, user focused information exploration and visualisation tools across all business data that puts insight in the hands of the business, not IT

