

# THE POI RETAIL EXECUTION SUMMIT

Gaining Competitive Advantage with  
Exceptional Retail Execution



Better Processes and  
Technologies Drive  
Measurable Benefits  
In-Store

POI – Retail Execution Summit  
September 2016



## WHO IS JAVIER CRUZ?

Father, Husband and Technology Aficionado

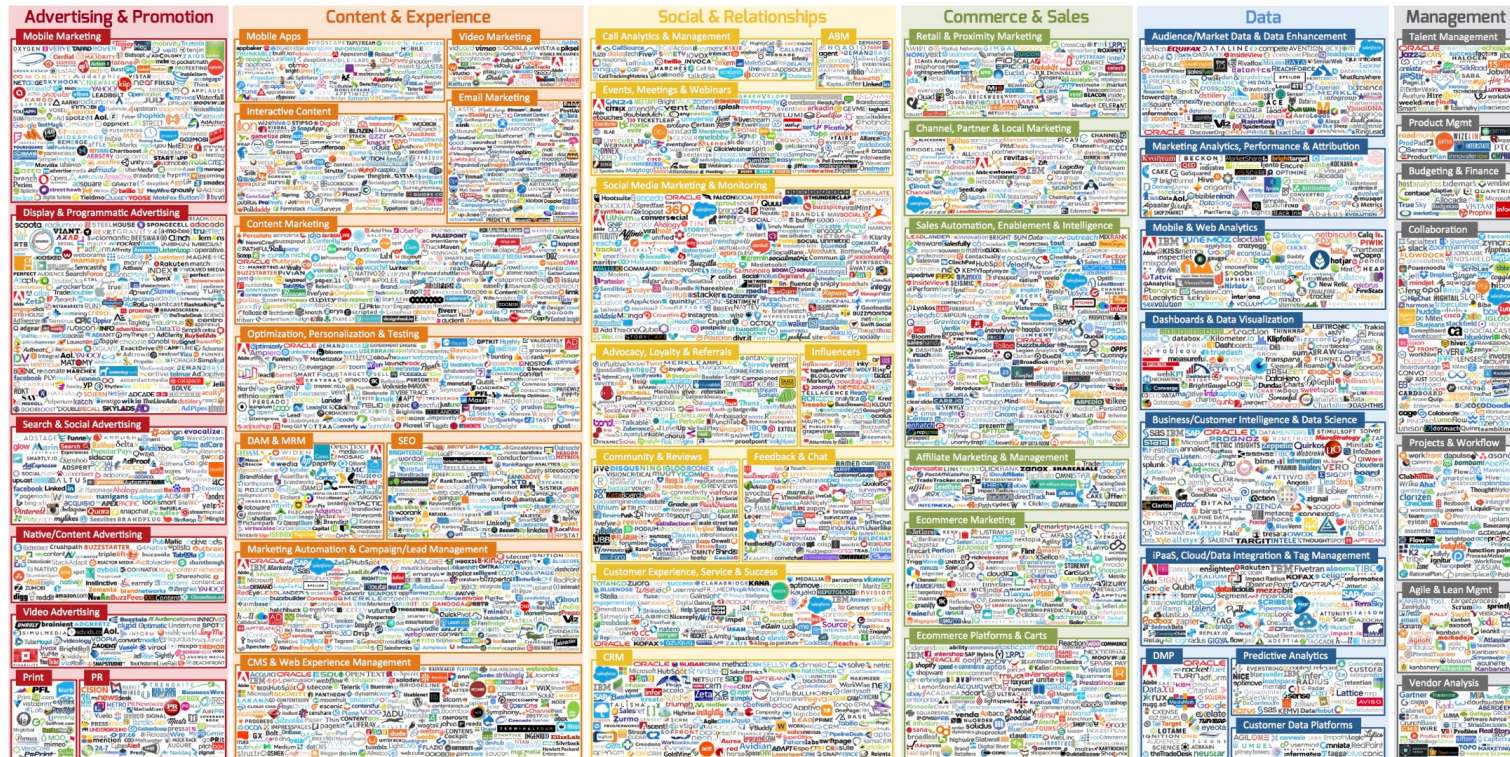


## BEING A NEW FATHER CAN BE HARD





# KIMBERLY CLARK JOURNEY IN LATIN AMERICA



Sources: Cabinetm (<http://cabinetm.com>), Captara, G2 Crowd, Google, Growthtiverse, LUMA Partners, Siftly, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraph-2016/> for details.

Created by Scott Brinker (@chiefmartec).

## CONTINUOUS IMPROVEMENT @ K-C

- At K-C, we are always thinking about how to do things better
- Clearly defined focuses
- Multidisciplinary team for problem solving



## SALES PROCESS @ K-C

- The customer has ALWAYS been at the center
- Our Sales Reps are in constant communication with our clients
- Sales Reps handle and gather all the information required to give the best service
- Information is key



## WIN THE MARKET IMPLEMENTATION @ K-C

- After a Software Selection process, we agreed to implement MC1's solution
- The plan was to implement it first in the Andean Region and Brazil
- The first country was Ecuador
- Great Business-IT partnership

CODIGO CLIENTE	NOME	LISTA
000002	1234 Ltda	
000002	76.998.090/0002-90	
000002	alan.costa@mc1.com.br	
000080	21936052890	
000080	Bar Carlota	
000080	71728337402	
000006	Bar XYZ	
000006	76.888.946/0001-65	
000001	Facil Farmacia	
000001	31967666830	



## WIN THE MARKET IMPLEMENTATION @ KC

- With Peru, the single instance for Andean was defined
- Bolivia and Colombia were the last ones in Andean
- With each implementation, new functionalities were added





## WHAT ARE THE RESULTS?

- Increased our SalesRep visits
- Increased our client satisfaction
- Decreased lost sales
- Increased the rotation of products



## CHALLENGES

- Multi company in single instance
- People don't like change
- People feel that they are being followed (privacy)
- Business priorities



## WHAT'S NEXT?

- Release new functionalities
- Continue with the SFA implementation in LAO
- New processes and technologies to increase the professionalism



## CONCLUSIONS

- Creative thinking
- Multidisciplinary teams
- Clear processes
- IT has to think like the business



