**Gaining Competitive Advantage with Exceptional Retail Execution**

**POI**
PROMOTION OPTIMIZATION INSTITUTE

# Empowering Field Sales for Growth: Success Cases of Retail Execution, Mobility, and Intelligent Systems

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# Agenda:

- Company Overview
- Their Challenges
- Implemented Solutions
- Q&A

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®.  Employs over 110,000 talented people with offices in 70 countries worldwide and manufacturing facilities around the globe.  Sales $69.37B

**Project Summary:**
Replace homegrown system. Provide an innovative sales platform & mobile solution to improve field sales performance of 11,000+ users across 14 global markets.

# CHALLENGES

### Workflow in-store

Enable workflow for guiding sales reps and capturing sales activities at line level detail- SKUs ,Brand, Category, and sub-categories, across Channels.

### Store visit Sales Performance

Reps and managers need a convenient way to track visits, collect data, and to ensure promotions are properly executed and products are in stock and available, priced and displayed correctly.

### Reporting and Analysis

Simplify the visit, daily, weekly, monthly and quarterly reporting.

### Communications

Increase flow of information between the field and head office.

### Paper based forms

Replace paper based forms used for conducting retail audits, tasks, and collecting information.

### Integration

Improve data integration between the sales system and the backend ERP system for better inventory control.

# SOLUTIONS

5+ years success using the platform, key influence in product direction and roadmap

Automated the retail store visit activities using mobile devices running pre built workflow templates without customizing the system or changing the business process.

Information is delivered in real time and can be acted on right away reducing the time by 40% to correct in-store issues.

Expanded the number of stores served in each region without increasing field sales headcount .
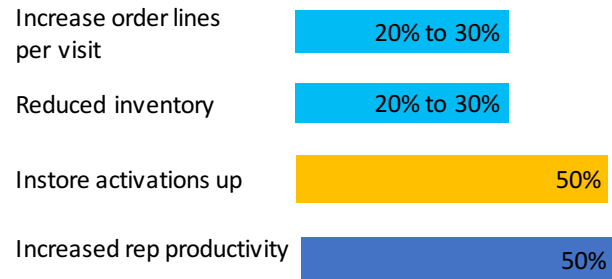
Improved the accuracy of merchandising including promotions, assets, share of shelf, display and Inventory

Location & Time Stamped Digital photos captured at store and accessible on secure cloud.

## Benefits

**7:1** Reduced the time of processing approvals on promotions from 7 days to one day

| | |
|---|---|
| Increase order lines per visit | 20% to 30% |
| Reduced inventory | 20% to 30% |
| Instore activations up | 50% |
| Increased rep productivity | 50% |

**95%** Reduction in paper forms

**100%** Use of automated workflows

Nestlé SA is a nutrition, health and wellness company, which manufactures, supplies and produces prepared dishes and cooking aids, milk-based products, pharmaceuticals and ophthalmic goods, baby foods and cereals. It operates through six segments: Zone Europe; Zone Americas; Zone Asia, Oceania and Africa; Nestlé Waters; Nestlé Nutrition; and Other. The company was founded by Henri Nestlé in 1866 and is headquartered in Vevey, Switzerland. Employs 335,000 and sells it products in 189 countries. Sales $92.21B

**Project Summary:**
Provide an innovative enterprise sales platform mobile sales force. Automation Solution to manage distributors, 4,000+ users across 2 global markets. Expanding to 10,000 users adding rural markets.

# CHALLENGES

### Sales Process

Managed the flow of brands and information across the distribution network and channels covering 1,000+ distributors and 1.2M small store retailers.

### Order Fulfillment

Enable a more efficient and productive way of managing forecasts, orders, preventing lag and upselling extra stock in the markets.

### Managing Stock

Simplify the management of stock including returns, and replenishment in the network and know which SKUs are slow and fast moving and why.

### Credit and Payments

Enable online processing and reporting of cash payments and reconciliation of credit terms.

### Analytics

Lack of advanced analytics capabilities for managing incentives, discounts, growth rates, incentives, and hitting margin targets.

### Marketing Campaigns

Communication and reporting of campaigns to reduce channel conflict, manage landing prices. Lack of transparency between partners and display incentives for new products that do not reach the retailers.

# SOLUTIONS

Phased deployment to markets, established sprint capability to rapidly add 1,000 new sales users in 20 days.

Field sales force using technology to increase reach and are more efficient with ability to manage larger number of store visits and number of SKUs, promote and sell brands to rural stores.

Fully automated order replenishment flow from invoice, ship, receiving and collection with online monitoring of KPIs and billing.

Area sales manager is more productive to ensure execution of all sales strategies and promotion schemes in territory and retailers. Automated workflow to script sales calls.

Higher coverage of the outlets, increase in SKU per visit & sales force discipline are the major tangible benefits. Ability to manage vast customer footprints with no on-field hiccups in day-to-day use by a low-qualified salesman.

Supports online and offline processing with embedded synch capabilities.

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# DIAGEO

Diageo is the world's leading premium drinks business with an outstanding collection of international brands across spirits, wine and beer – including Ketal One, Ciroc, Guinness, Smirnoff, Johnnie Walker, Baileys, Tanqueray, J&B, Captain Morgan and Don Julio. Trading in approximately 180 markets, Diageo employs over 27,355 talented people with offices in 80 countries and manufacturing facilities around the globe. Sales $16.07B

**Project Summary:**
Provide an innovative mobile sales force Automation Solution to support 2,500+ users across 8 global markets.

# CHALLENGES

**DIAGEO**

### Sales Process

Automate and streamline core Sales processes to support the expansion of newly acquired brands in multiple markets

### Manual Effort

Enable a more efficient and productive way of tracking instore retail sales activities

### Sales Performance Management

Simplify the reporting process for KPIs, goals, targets, and results at multiple levels in the organization across rep, manager, distributor, and retail markets

### Pricing & Promotions

Increase visibility with real time access to tracking of promotions and price compliance at retail store

### Reporting

Lack of advanced reporting capabilities, limited access to data insights and historical reporting to make more informed decisions

### Brand Reputation

Improve brand reputation preventing shelf level issues on stocking and placement

# SOLUTIONS

**DIAGEO**

Duration of just 6 months completed rapid design, configuration, and successful deployment

Field sales force are empowered with daily optimized routes and instore execution plans. Increased sales rep daily visit coverage by 30%.

Multichannel customer system enabled by seamless integration between call center agents and field sales reps. Improved settlement of trade promotions.

Enhanced information sharing with accurate real time reporting of inventory, promotions, adherence with planograms, reconciliation and orders taken. Reduced Administrative workload by 35%.
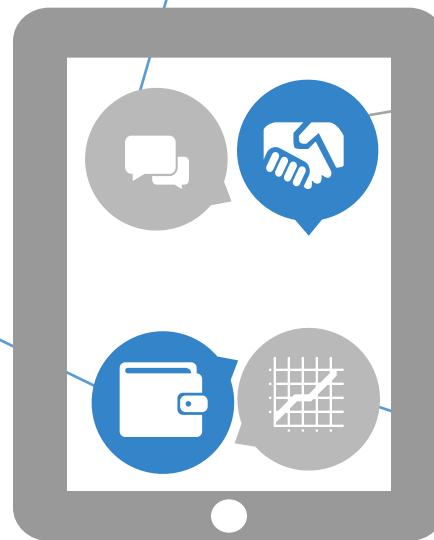
Insights Generated from transactional data enables reporting to identify trends, patterns and enhance decision making capabilities.

"Going into a store seeing this hand held device gives us instant visibility of all the data in our sales, in our stock levels…And not only the individual sales rep but all the way back up in the organization so we can see in real time what is going on. It's going to be a huge move forward for the organization and the critical for our ONE tool which we want to be able to run on a global basis. You are leading the way. Well done!"

President – GSK Consumer Healthcare, Worldwide

# Thank You