Softtek®

CUSTOMER REVENUE OPTIMIZATION

CPG - Industry Solution

Softtek's CRO platform enables advanced analytics capabilities to help CPG companies optimize promotional spending and drive the right commercial initiatives with each customer segment.

CPG companies are continuously seeking new strategies to boost profits. We help our customers to:

| Optimize Promotions | Boost Profitability | Improve Forecast Accuracy |

PLATFORM CAPABILITIES

- Generate updated reports, post-mortem feedback periodically.
- Strategic segmentation of the market to run business plan process (12–24months).
- Cluster small groups of customers (POS groups) according to segment variables relevant to the business for tactical planning (with the quarter).
- Allows to create scenarios with preloaded algorithms and mathematical models designed according to the variables to be analyzed.
- Connect with CPG transactional systems.
- Based on two types of analytics: descriptive and predictive.

FEATURES

User-Experience First

Cloud-Based

Demand-Driven

Mass Loading of Scenarios

Web Responsive / Mobile Friendly

Airflow Data Integration Automation

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MODULES

Segmentation

Create relevant clusters to set the commercial strategy according to each segment profile.

- Deeper knowledge to effectively customize promotions.
- Driving market potential
- Enhance customer engagement.
- Merge of internal and external data to find relevant segments.

Dynamic Targeted Groups Creation

Define, use, re-use, or modify dynamic targeted groups according to the specific commercial activity plan.

- Consumer promotion.
- New products launch.

Promotional ROI Analyzer

Based on an advanced analytics process, understand the promotional performance according to sales life-cycle.

- Descriptive: post-mortem promo performance.
  - Sales up-lift
  - ROI per type of promo activity
  - Cannibalization
- Predictive: forecast the sales and margin based on promo performance over the sales.

BI & Reporting

Enhance the making decision process to boost the revenues driving by the performance of customer-driven KPI's.

- One-single slide prioritized according to how to improve customer's revenues.
- Enable the right team at the right time with the right information to improve customer's revenues.

HOW TO BE SUCCESSFUL THROUGHOUT THE IMPLEMENTATION

Connect to Company Strategy

According to the business strategy define the approach

- By business process.
- By area.

Identify and prioritize value streams

Set the Big - Bets

- Define the value streams to improve and how these respond to the strategy.
- Low hanging fruit prioritization.

Enable a make-to-decision integrated process

Change management & Operational model

- Empower the teams to embrace the new way to make decisions
- Enable the impact on the processes, roles, and routines.

Define technological synergies

Data Culture

- Coherence among the enablers.
- One-single data-process owner.

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