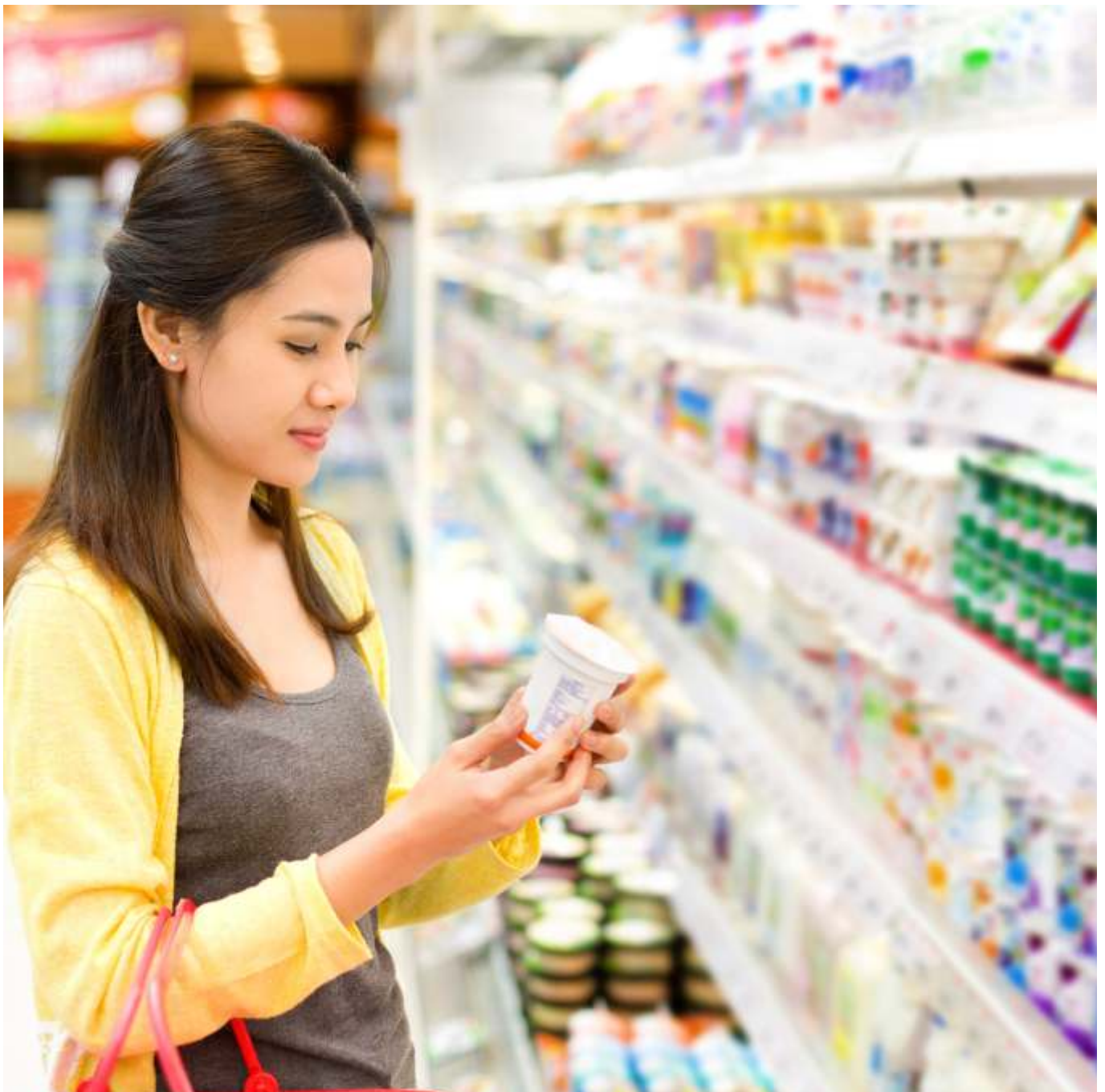# Sales & Marketing Offering for CPG

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:

- Increase customer, trade, and internal partner satisfaction through enhanced focus on visibility, communication, and collaboration

- Reduce IT overheads and time to market through innovative, scalable, and flexible platforms

- Improve sales decision-making though real time data and insights on promotion and sales performance

- Improve field force productivity though digitization, automation, and analytics

- Enhance trade spend effectiveness through funds visibility, quicker issue resolution, and faster payments

Our Solution

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

SFDC solutions:

- SFDC (Salesforce.com) Sales, Service and Marketing Cloud solutions to drive channel collaboration

- Mobility solutions to provide right insights anytime and anywhere to the sales force

Trade promotion management solutions:

- Consulting and implementation services spanning promotion planning, execution, evaluation, and analytics for best-of-breed solutions

- Business process services related to claims and payment management

Sales force automation solutions:

- Implementation services for solutions for enhanced execution of in-store tasks such as store audits and planogram compliance

- Innovative retail activity optimization solutions with guided order management and real-time planogram compliance

Benefits

TCS helps CPG companies win at the shelf, in the store, and at every point of interaction. Our offerings cut across different functional areas, providing the following key benefits:

Improved field force productivity through digitization, analytics, and automation

Enhanced collaboration and visibility leading to increased trade, internal partner, and customer satisfaction

Quicker claim resolution, coupled with better analysis and tracking

Reduced out of stock and improved success rate of new items

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

Reduced time to market with flexible, innovative, and scalable platforms

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 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

TCS' Sales and Marketing Solutions helped a global tobacco major:

- Develop and roll out a custom SFA solution to over 40 global markets
- Enable its sales force to improve trade relations, assortment, and out of stock
- Increase product penetration and sales force productivity

Our solutions helped a leading brewery major:

- Implement a multi country cloud-based CRM solution (sales and service)
- Monitor and address customer complaints through mobility and digitization
- Develop a centralized tool to manage customers and sales

We helped a leading 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 & Recognition

To know more

Visit the **Consumer Goods and Distribution** page on **tcs.com**
Email: **global.cpgsolutions@tcs.com**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

IT Services
Business Solutions
Consulting