



DRIVING OMNICHANNEL EXCELLENCE

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The consumer goods industry is in a perpetual state of evolution, shaped by dynamic forces like changing consumer preferences, rapid technological advancements, and the ever-shifting global market landscape. To remain competitive and drive business growth in this fast-paced environment, businesses must embrace innovative strategies. One particularly impactful strategy involves developing omnichannel capabilities and establishing a "single source of truth," enabling businesses to effectively engage with retailers, distributors, and consumers across multiple channels simultaneously.

To thrive in the omnichannel arena, automation and digitization stand as the linchpins of success. It is imperative to embrace these technologies, as they integrate all channel planning and execution within a unified platform, providing a profound understanding of the business landscape. This strategic shift not only unlocks untapped revenue streams but also reveals invaluable insights into shoppers' paths to purchase, paving the way for unprecedented growth, exceptional efficiency, and the creation of a truly seamless, customer-centric experience.

Taking the next crucial step involves integrating all channels into one unified platform. This consolidation ensures a holistic approach to omnichannel success, providing a central hub for managing and optimizing interactions across diverse channels. By doing so, businesses can truly position themselves to thrive in the ever-evolving landscape of the consumer goods industry and drive profitable revenue growth.

Struggle to keep pace with the changing market, consumer, and business needs.

57% indicated it's very challenging or extremely challenging to respond to market changes quickly

Lack of visibility of consumer behaviors and, therefore, data across online and instore channels.

Use **6** or more data sources for omnichannel measurement

But only **24%** track behavior across ecommerce and brick-and-mortar channels today

Use disparate toolsets that don't provide a complete picture of the consumer experience.

38% have adopted a purpose-built omnichannel intelligence platform

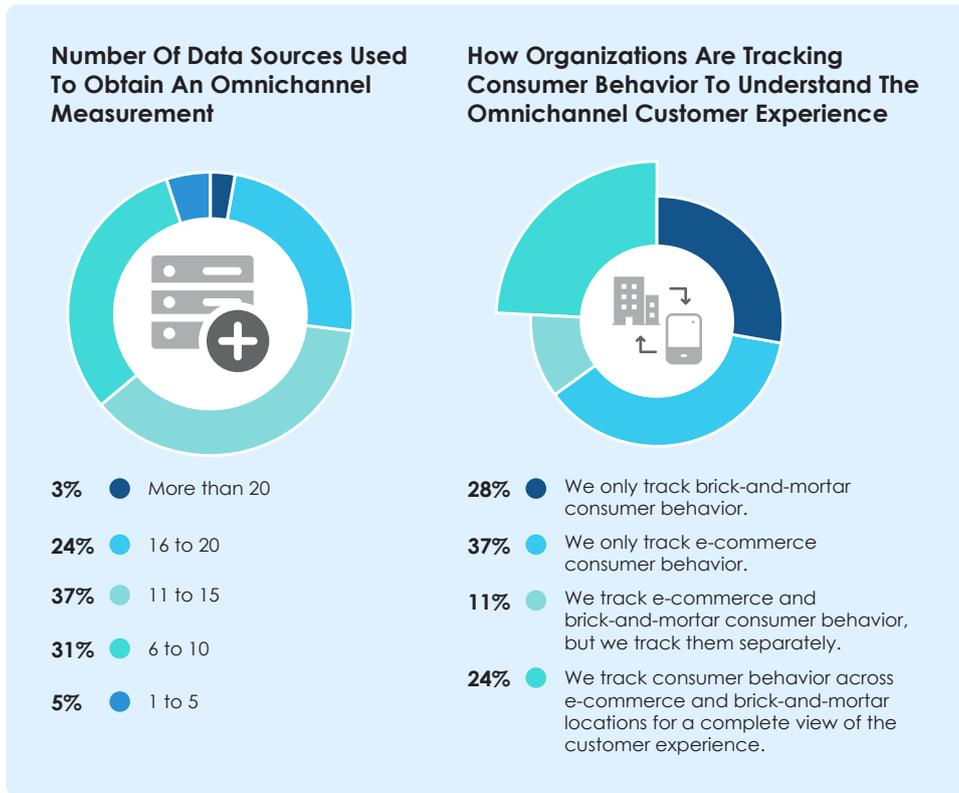
Organizations Struggle To Implement Their Omnichannel Strategies

Base: 202 omnichannel measurement and strategy decision-makers.

Source: Omnichannel Intelligence Will Catalyze Your Data Driven Business Strategy, a Forrester Consulting Thought Leadership Paper commissioned by NIQ

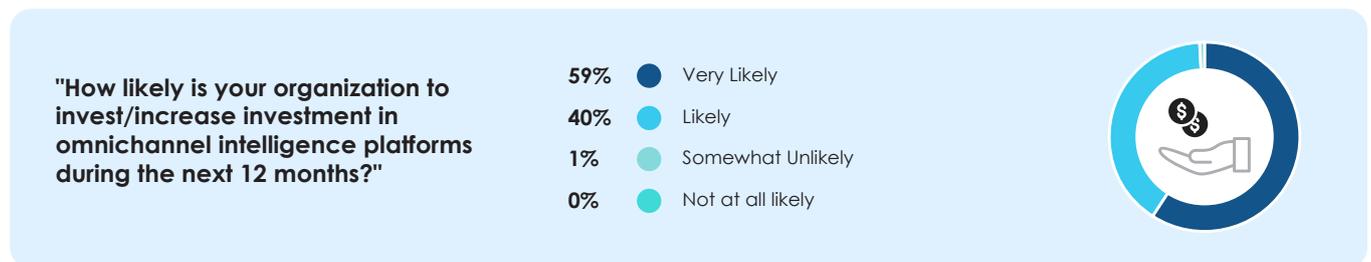
Why Omnichannel in Consumer Goods?

Traditionally, consumer goods companies focused on single-channel or multichannel sales strategies, often maintaining separate solutions and route-to-market platforms for each channel. This approach brought significant complexity to managing them separately. This process is quite complex and more than 60% of organizations use more than 11 data sources to track the omnichannel.



Base: 202 North American omnichannel measurement and strategy decision-makers at retail, CPG, and financial services organizations
Source: A commissioned study conducted by Forrester Consulting on behalf of NIQ, June 2023

The emergence of Omnichannel represents a paradigm shift, empowering businesses to operate seamlessly across all available channels simultaneously. Many organizations worldwide are investing in obtaining omnichannel insights.



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Source: A commissioned study conducted by Forrester Consulting on behalf of NIQ, June 2023

Having Omnichannel insights on a unified platform brings a competitive advantage to the organization and drives growth through benefits such as

Reach and Serve a Wider Audience:

Omnichannel's primary advantage lies in its ability to access a broader and more diverse customer base.

By harnessing both online and offline channels, consumer goods companies can connect with a wide spectrum of consumers, expanding their market reach and potential for growth.

Phygital Dominance - Win in Both Physical and Digital Channels:

In the digital age, establishing a presence in online and mobile channels is imperative.

Omnichannel empowers companies to excel in brick-and-mortar stores and the digital realm, ensuring competitiveness in an increasingly online-oriented market.

Enhanced Sales Excellence:

When CPG companies use an omnichannel unified platform, it helps them sell more effectively across different channels.

This allows them to optimize their resources, streamline their processes, and automate various sales tasks.



Must-Have Features of an Omnichannel FMCG Strategy

To successfully implement an Omnichannel strategy in the consumer goods industry, companies must incorporate several key features into their approach:

Mobile Retail Execution (SFA):

This feature supports traditional sales forces' face-to-face interactions with retailers. It includes critical functions like planning, routing, in-store execution (surveys, orders, promotions, contracts, inventories), and value-added capabilities such as Perfect Store, Retail Activity Optimization, Motivation, and Coaching. This SFA must have the capability to manage different selling models like Pre-sell, Van-sell, and delivery.

Distributor Management System (DMS):

In the context of an Omnichannel DMS, this module is vital for efficiently managing distributor relationships and operations. It allows businesses to oversee distributor networks across channels, track inventory, manage orders, monitor sales performance, and streamline distribution logistics. The DMS is crucial for ensuring timely product delivery to retailers and customers, maintaining product availability, and boosting customer satisfaction.

Merchandising/In-Store Execution Portals:

Merchandising with Image recognition (AI/ML) capability used by retailers and brands to efficiently manage various aspects of their retail operations. These portals provide tools for creating and optimizing planograms, managing inventory, ensuring compliance with visual merchandising standards, and facilitating communication between head office teams and store staff. They also offer reporting and analytics capabilities, mobile access, and integration with other retail systems. Overall, these portals play a crucial role in enhancing the in-store shopping experience, improving sales, maintaining consistency across stores, and streamlining the execution of retail strategies from planning to implementation.

E-Commerce B2B:

This feature grants business partners self-service access to various facets of a company's operations. It covers product information, promotions, discounts, and insights. Distribution partners can efficiently manage virtual order processing, review order status, and access delivery information through this platform.

Direct to Consumer DTC/B2C:

Designed to support customers, including trade networks and retail stores, in expanding their sales into the online realm, especially catering to the trend of click-and-collect sales modes.

Data Integration:

Omnichannel success hinges on the seamless exchange of data with business partners, allowing for the collection of vital demand signals from distribution channels and retail stores. Having state-of-the-art Data Integration capabilities enables organizations to effortlessly gather these demand signals and foster data exchange with their partners while efficiently processing and analyzing this wealth of information. This empowers them to optimize their demand and supply planning, conduct more insightful market analyses, effectively evaluate, and collaborate with their partners and sales force, pinpoint their precise market position, and craft the most efficient route to market. In essence, our comprehensive Data Integration solution empowers businesses to navigate the intricate terrain of omnichannel retail with confidence and precision.

Data Intelligence:

For those inclined to leverage cutting-edge technology, data intelligence features like Artificial Intelligence, Image Recognition, and Augmented Reality can be integrated. These technologies have the potential to enhance decision-making processes and confer a competitive advantage.

Fintech Integration:

Fintech integration capability is vital for creating a comprehensive Omnichannel strategy in the consumer goods industry. It enhances the financial aspects of the approach by incorporating secure payment gateways supporting diverse methods. Fintech also contributes through credit and financing services, offering tools for credit management, flexible payment terms, and financial support to distributors and retailers, fostering strong partnerships and facilitating business growth throughout the supply chain.

The Role of a Unified Solution Provider in Driving Omnichannel Success

All the capabilities mentioned above are currently available in bits and pieces, provided by multiple platforms from various tech partners within an organization. However, consolidating all these capabilities under one platform offers significantly more power and scalability to organizations. This is where a Unified Solution provider emerges as a crucial player. By offering a comprehensive platform that covers the entire spectrum of Omnichannel functionalities, they empower consumer goods companies to streamline their operations, enhance efficiency, and remain competitive in a dynamic market.

The Importance of a Unified Platform

A unified solution platform plays a pivotal role in delivering an essential single source of truth for FMCG companies across organizational units (Sales, Supply Chain, Finance, and Marketing). These innovative and trusted platforms seamlessly consolidate primary, secondary, and territory data, ensuring accuracy and consistency while streamlining the entire supply chain.

With these omnichannel solutions, FMCG businesses can harness real-time insights for smarter decision-making, fine-tune demand forecasting, optimize inventory management, and gain deeper visibility into sales performance across channels. Moreover, the technology facilitates cost efficiencies, regulatory compliance, and enhanced accountability, empowering FMCG companies to adapt rapidly to market dynamics and consumer preferences, ultimately fostering operational excellence and sustained growth and profitability. As a crucial enabler of omnichannel success, a unified platform is essential for FMCG companies to excel in today's fiercely competitive business environment. The competitive advantages gained through these solutions include.



Seamless Integration:

A unified platform seamlessly integrates various Omnichannel features, eliminating data silos and providing a holistic view of sales operations and customer interactions.



Efficiency and Consistency:

Managing multiple systems from different vendors can lead to inefficiencies, data discrepancies, and operational complexities. A unified platform ensures consistency in data management, sales processes, and customer interactions across all channels.



Cost-Effective Solution:

Implementing and maintaining multiple disparate systems can be cost-prohibitive. This platform offers a cost-effective solution by consolidating all Omnichannel functionalities into a single, user-friendly interface.



Streamlined Operations:

This platform streamlines operations by reducing manual tasks and automating processes, saving time, minimizing errors, and enhancing operational efficiency.



Real-Time Insights:

By using all capabilities under one platform with real-time data and analytics, it offers valuable insights into customer behavior, sales trends, and inventory management. These insights empower companies to make informed decisions and adapt quickly to market changes.



Scalability:

As businesses grow, this platform can scale with them, accommodating expansion into new markets, the addition of more products, or reaching a larger customer base.



User-Friendly Interface:

Prioritizing user experience, this platform ensures that its interface is user-friendly, making it easy for sales teams, partners, and customers to navigate and utilize its features effectively.

In addition to the system-related benefits mentioned above, omnichannel intelligence solutions offer advantages for both internal organizational processes and customer satisfaction.

● Does not have an omnichannel intelligence solution

● Has an omnichannel intelligence solution

Organizational Benefits

Improved ability to build long-term, data-driven business strategies



Better customer retention and loyalty



Increased ability to meet business objectives



Increased market performance/revenue growth



Improved ability to deliver channel-specific product options



Customer Benefits

More consistent customer experience



Increased customer satisfaction



More personalized customer experience



Increased customer loyalty



Increased customer agility due to less friction



Powering Omnichannel Excellence

Embracing and mastering the Omnichannel ecosystem with a unified solution is a strategic imperative for consumer goods companies. This approach empowers companies to accelerate revenue growth and enhance cost efficiency, creating a potent synergy that drives success in the Omnichannel landscape. It equips businesses with the agility and adaptability needed to navigate the complexities of the consumer goods industry, enabling them to extend their reach to a broader audience, establish dominance in phygital (both physical and digital) channels, penetrate deeper and faster, and ultimately drive profitable revenue growth.

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About Centegy

Centegy Technologies is a global technology powerhouse at the forefront of delivering Route to Market transformation, data integration, and insight generation solutions to FMCG/CPG companies worldwide. With an impressive track record and trusted partnerships with esteemed industry leaders such as Unilever, L'Oréal, Colgate Palmolive, Abudawood, GSK, Shell, Abbott, IFFCO, and more, Centegy Technologies has established itself as a go-to provider across 50 countries in Asia, Europe, Africa, and South America.

Centegy Technologies is dedicated to transforming the way FMCG/CPG companies operate, bridging the gap between technology and business success. With our expertise, proven track record, and commitment to innovation, we are poised to continue leading the way in empowering organizations to embrace digitalization and harness the power of data in their pursuit of excellence.

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