

Realign CPG:

**Achieve Optimal Customer
Satisfaction, Maximize Margins
and Meet Growth Targets**

Industry Background:

The Times They Are a-Changin' - The famous Bob Dylan smash hit, is becoming real for the consumer packaged goods (CPG) industry. The CPG industry is experiencing a major shift, as the shopper becomes a key driver of modernization through various retail channels such as e-commerce, omni-channel, and mobile platforms. Due to the growing demands of end consumers, companies are building innovative products, releasing them rapidly, and reducing working costs to stay viable and address shareholder concerns.

CPG Challenges:

CPG companies face a wide range of issues that make achieving greater revenues, profits, and growth difficult, in an increasingly competitive environment. Product development, need analysis, and effective circulation of stock are some of the very important factors to consider when rolling out new products.

How to adapt to change:

Optimization is the new ground zero. To achieve completely aligned optimization strategies, CPG companies need to reconsider two corporate priorities:

Shopper-driven Optimization

The key driver of shopper-driven optimization is the acute observation of spontaneous, unstructured customer behavior and needs. By engaging the shopper into the system, companies form their database of product user beliefs and desires, which converts into enhanced insights. Built on the networked environment, companies have the capacity to:

- Generate a complete customer experience along with the product
- Recognize the customer's behavior, media usage, and use of time
- Make a flexible platform for communication between customers and employees



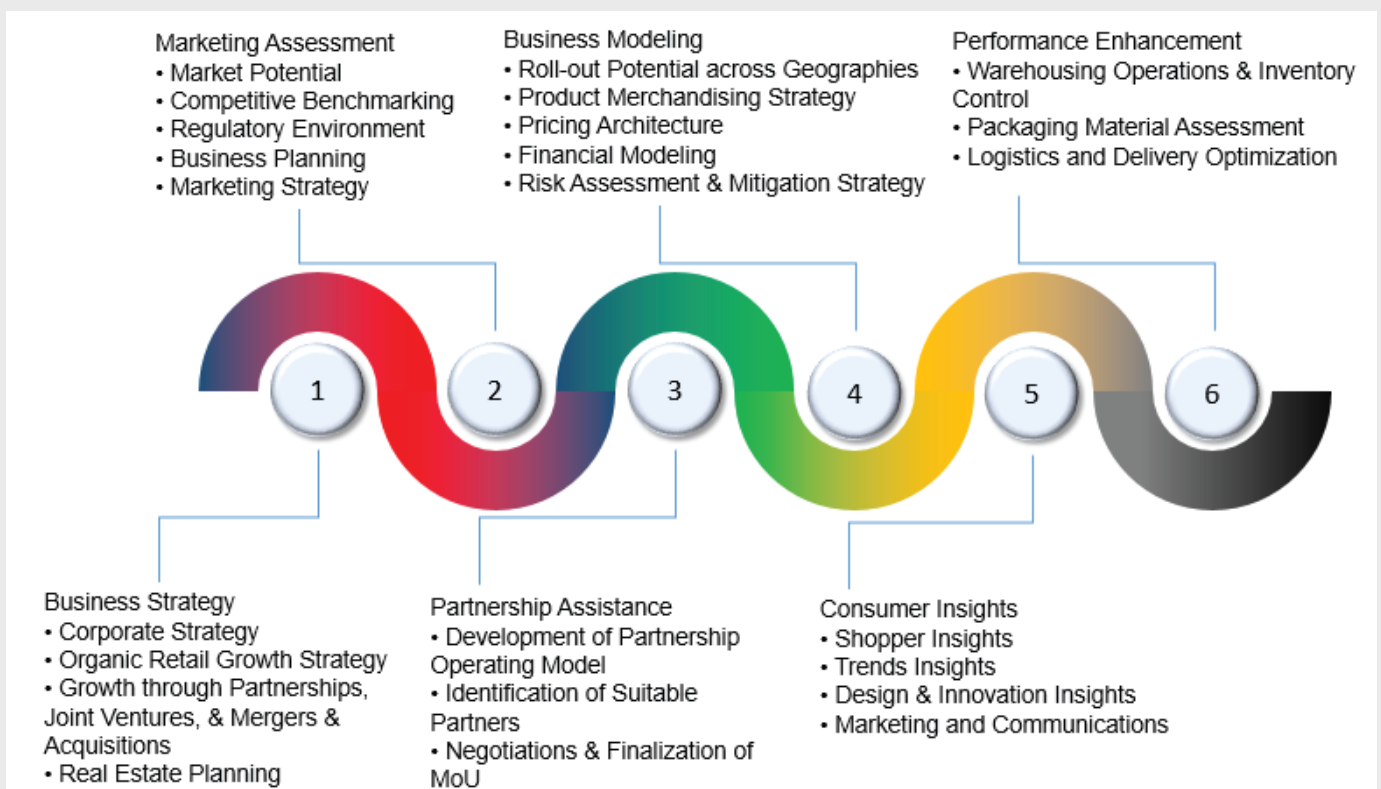
Flexible Operations

In the current rapidly installed, multi-device networking environment, flexible operations have become critical to the business. This requires a new method to be applied to the CPG corporate infrastructure. Companies can:

- Employ a more integrated policy to running a global supply chain to infiltrate into emerging markets
- Assimilate numerous technologies, such as product lifecycle management (PLM) and partner platforms to maintain the supply chain process and stay one step ahead of competition

But this is not all ...

CPG companies are now under tremendous pressure to get through to maximum consumers through the marketing channels. In addition, CPG companies are supporting an increasing number of interaction channels. Delivery and marketing have become digitized, which helps companies gather an ocean of data to make informed decisions for marketing, operations, service escalation. Global CPG companies are searching for better ways to comply with regulatory mandates. They are already investing in training their agents, and making sure that they emerge as a winner in the digital race.



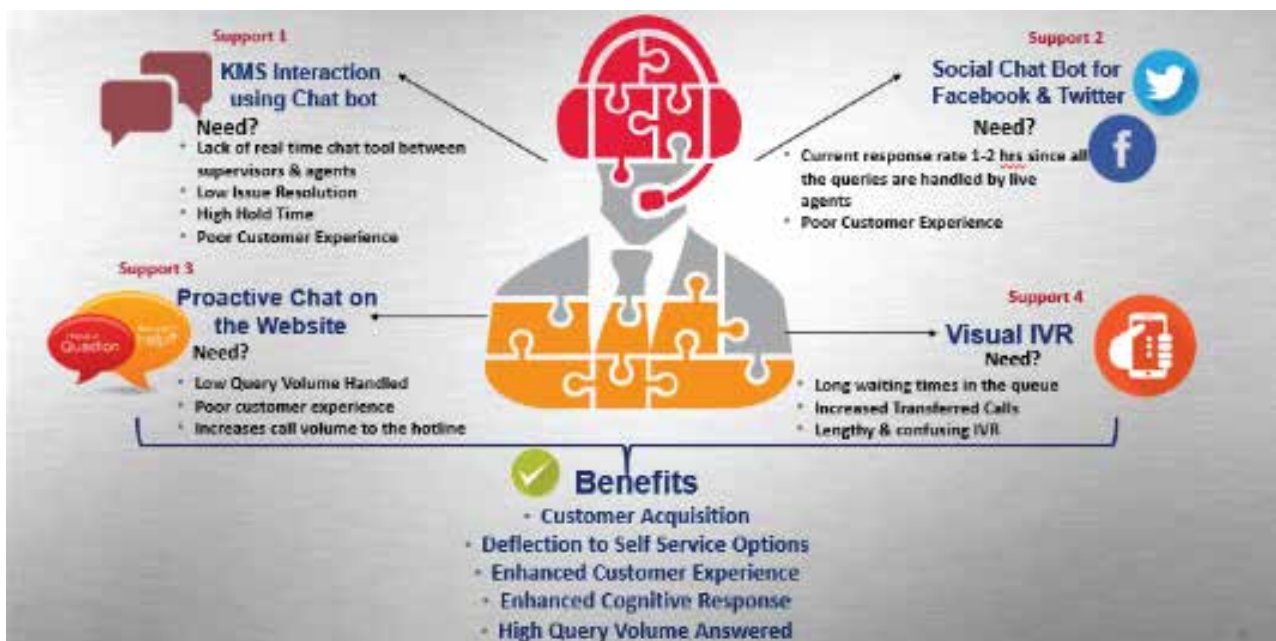
The challenge is how to leverage the fact that more and more consumers are plugging on to the internet through mobile devices and how can CPG companies get them to engage with their brand. Many CPG companies are still stuck in the single or multi-channel communication era, only the ones who embrace omni-channel will succeed in the digital age.

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The consumer products group industry is very dynamic and due to this very nature, players need to be nimble, smart and have to make sure that the focus doesn't dilute. With this increasing pressure there has been a gradual focus of partnering with experts. It has been a deliberate process, by which CPG players have been able to do three things:

- Get the right person for the right job
- Reduce transactional cost
- Deploy technology fast, train manpower, and free management focus

Digital Support Structure Identified



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Eshank has 13 years of experience in the Retail Domain, he was working as a manager with Amazon and before that in Media – Saturn GMBH where he held positions of growing responsibilities in the International Expansion & New Business Development. He is a graduate from FH Ingolstadt - Germany, with majors in Project Management and Consulting.



About Tech Mahindra BPS

Tech Mahindra Business Process Services (TechM BPS) is the BPO or BPM arm of Tech Mahindra – a USD \$4.5 Billion company with 115,850+ professionals across 90 countries, helping over 864 global customers including fortune 500 companies. Tech Mahindra is amongst the Fab 50 companies in Asia (Forbes 2016 list) & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, TechM BPS has re-focussed energies towards 'Creating memorable digital experiences everyday' for customers. We are part of the USD 19 Billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

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