Consumer Goods Innovations AI-Powered Planning & Execution

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Speakers:

Speaker A - 12.12%

Speaker B - 48.49%

Speaker C - 39.38%

Notes:

- Using Salesforce now with Agent Force and customer 360, you can transform your organization into a leading AI enterprise. Monica Bowie takes you through the three key steps.

- Consumer goods companies are facing challenges such as consumers trading down and their data all over the place. The CG keynote outlines three key steps for CG companies to really put at the top of their strategy. And then third, AI is such an exciting topic. It has so much promise. But what we're seeing is finding value and extracting value from AI.

- 72% of organizations data is in silos. It causes issues with them being able to create actionable strategies and to drive growth. Data cloud innovation simplifies what is a pretty arduous process of getting your data foundation right.

- Over $700 billion are spent on an annual basis on trade promotions and in store execution. Only 40% of those plans get executed in the way that they were intended at the retail level. Salesforce has invested in the consumer goods cloud industry cloud for over five years. Customers are having great success with CG cloud across the board.

- Final step is really about transforming your service center. In the service center where this really plays a role is it's increasing case deflection. To learn more about how consumer goods cloud can help you deliver profitable growth, scan the QR code to download the Consumer Goods Guide to profitable growth playbook.

Speaker A   00:00:00

Than ever to achieve. But by using Salesforce now with Agent Force and customer 360, you can transform your organization into a leading AI enterprise. I'm Monica Bowie here with the three key steps. Joining me are Sydney Williams, senior director of product marketing for retail and consumer goods, and Justin Lintz, senior director of industry advisors. Sydney, let's start with you. What's step one?

Speaker B   00:00:25

Well, first of all, Monica, thanks so much for having us here. It's been an incredible dream for us.

Speaker A   00:00:28

It is doing a great job so far.

Speaker B   00:00:30

Um, got done with the CG, uh, keynote and what an amazing session. I think what they really dived into in a really thoughtful way is some of the challenges that consumer goods companies are having that they're really facing today. Um, one of which is, um, consumers are trading down this year, election year, folks are starting to save more and more. And so we're really seeing that consumers are trading down in terms of what they're pushing purchasing and especially in fast moving consumer goods. Um, the second challenge that CG companies are facing is their data's all over the place. They work in silos, um, and so often their data is trapped in different parts of the organization and pulling all of that together is certainly very much a challenge and top of mind for CG, um, companies across the board. And then third, AI is such an exciting topic. It has so much promise. But I think what we're seeing across the board, not just in CG, but I particularly there, is finding value and extracting value from AI and doing that quickly so that it doesn't put too much pressure on our margins. And so what the keynote does so beautifully is it outlines three key steps for CG companies to really put at the top of their strategy. Number one is an actionable data foundation, breaking down all those silos and pulling all that data

together. Number two is integrating planning and execution and doing that in a really thoughtful way. And number three is completely transforming their service center so that they can really take action on personalized experience, particularly with AI. Um, so those are the three steps. And I know you were going to kind of go into some.

Speaker C   00:02:07

Yeah, absolutely. Thanks for having me too. But, um, yeah, I hear this time and time again in my over 200 customer meetings on an annual basis, there's a big challenge within the industry of driving profitable growth. And one of the ways that, uh, people are really struggling, or one of the reasons why people are really struggling is that the fact that their data is all over the place. In fact, 72% of organizations data is in silos. And that causes problems, right. It causes uh, issues with them being able to actually create actionable strategies and to drive growth. And one of the reasons I love our data cloud innovation so much is it really simplifies what is a pretty arduous process of getting your data foundation right. And it does so within a single system that surfaces actionable insights to the relevant users, like key account managers, um, so that they can go about making plans that are optimized to drive profitable growth for their customers.

Speaker B   00:03:05

I love that.

Speaker A   00:03:06

So what about step two?

Speaker C   00:03:08

Step two is all about planning, uh, and execution, and that's what consumer goods cloud is all about. Um, we've invested in the consumer goods cloud industry cloud, uh, over five years ago at this point, and thankfully because it's the reason why I'm here employed by Salesforce. Um, but the reality is that within consumer goods, over $700 billion are spent on an annual basis on trade promotions and in store execution. And only 40% of uh, those plans get executed, uh, in the way that they were intended at the retail level, which causes major gaps within companies, uh, p and ls. And so, um, thankfully we have consumer goods cloud to help manage all of your customer information, all your trade plans and all the execution activity at the store level in one place. And uh, uh, we've seen uh, innovation within the platform recently too, that really supercharges it with AI to deliver actionable insights in the flow of work. And so um, it's a platform we're really excited about and we can actually have uh, a demo that we can show you the key account management, um, uh, portfolio of what we've done in that space, uh, right now too.

Speaker B   00:04:24

Let's check it out.

Speaker C   00:04:27

So, rooted in analytics built into the platform, the key account manager gets AI generated performance insights. The cam can drill down, ask questions and more closely understand what the business needs. With these insights, the cam can work within the customer business plan to see when to activate with all the necessary information embedded flexibility to see different time blocks. Key promotional windows, uh, that inform promotional planning. The cam has all the account information visible, including trade planning activities. Because TPM is seamlessly integrated within corm, um, that means no swivel chair needed for those reps. And with data, cloud cams can see B two b and B two c data together, unlocking new insights with micro segment capabilities. Here we see Einstein recommended promotions, uh, to make the cam more efficient and effective. With tools like historical data, product clustering and seasonality, Cams can access a closed loop dashboard which brings retail execution data insights from store participation uh, competitive intelligence and store compliance back into the planning process.

Speaker B   00:05:35

I really love this. And what I love about it too, is when you're able to see some of the largest CG companies in the world talking about some of the success that they're seeing. In the CG keynote, we saw Kimberly Clark on stage, one of the biggest CG companies in the world, and they've been a customer, CG cloud customer for, I think, nearly four years. And their success has been phenomenal. They were able to streamline their sales processes where they used to use seven systems, they now have one. Wow. And as a result of that, they were able to scale Internet globally in 16 months. I think they said that they were live in 16 different countries. They were able to increase their product presence on the shelf. Bye. 5%. And they were able to increase the activities that their sales teams were doing, focused on sales by 10%. So, um, if you think about the impact that has on kind of overall sales and margins, it's huge. And so it's so exciting to see our customers really, um, having great success with CG cloud, um, across the board. It's really phenomenal, that is.

Speaker A   00:06:38

And those stats are amazing, something we can definitely duplicate with other customers in this space. Okay, so we've made it through steps one and two. What is the final step?

Speaker B   00:06:46

The final step is really about transforming your service center. We've heard it here all week, all about agent force and, uh, the power that agents and AI are going to have, particularly in the service space. And so I think it's really exciting to see how this

technology is continuing to evolve. It's learning. It's continuously, um, learning and being able to take action more and more across the board. Um, and so I think in the service center where this really plays a role is it's increasing case deflection. It's making our personnel and our associates much more productive in terms of how they're showing up to customers and resolving cases. And so it's a really exciting time to be in this space and to see this technology plus humans come together to be able to deliver really powerful and personalized, um, experiences across the board. I love that.

Speaker A   00:07:39
Wow. So there you have it. Three steps to transformation, all with AI built into the flow of work. Thank you, Sydney and Justin, for your insights, and thank you for watching.

Speaker B   00:07:48
Thank you.

Speaker C   00:07:48
Thank you.

Speaker A   00:07:49
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