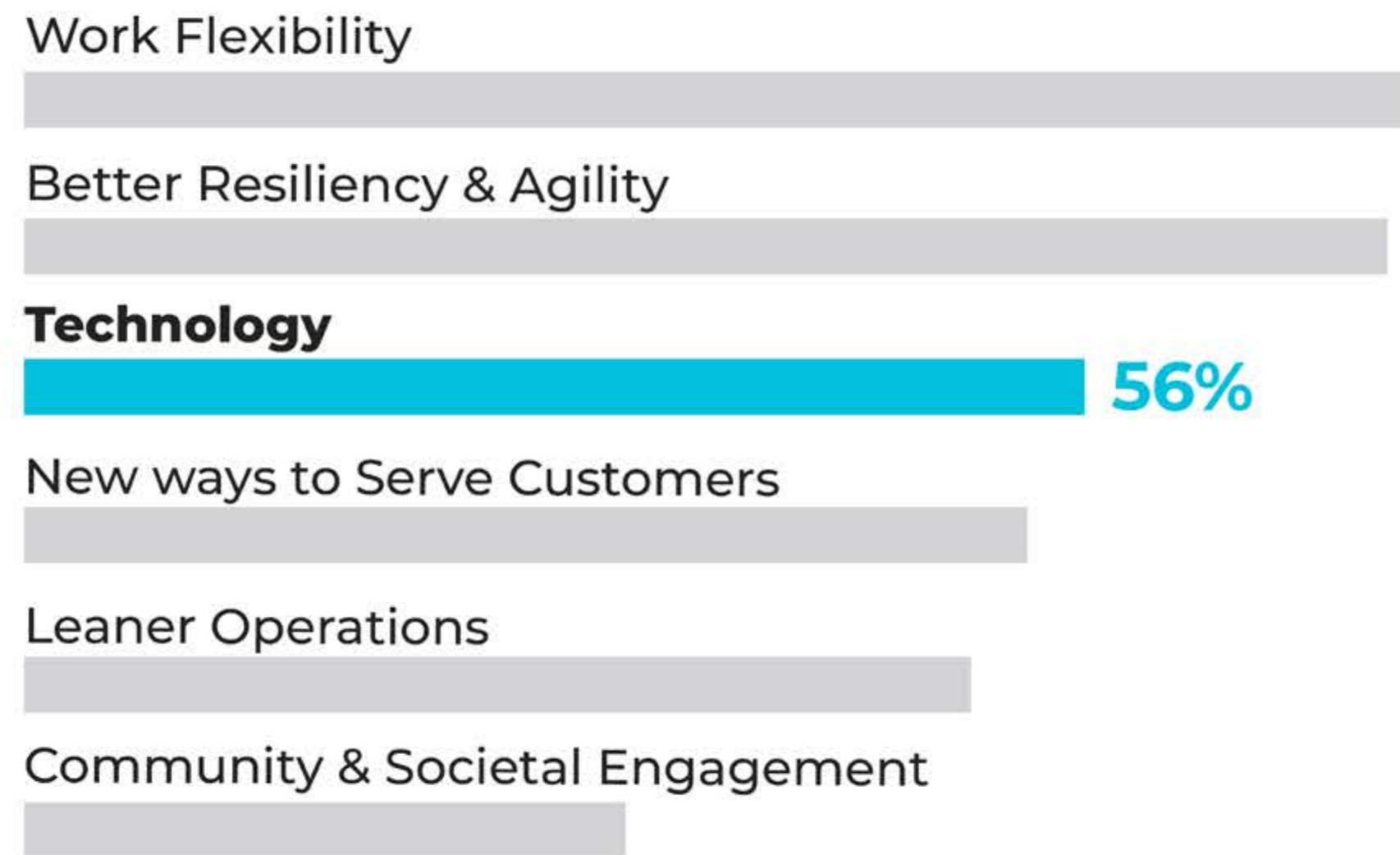# Building a
Future-Ready
FMCG/CPG Business

As Businesses adjust & adapt to the New Normal, Leaders are looking towards the future and what will it take to get back to **Business as Usual ?**

PwC recently conducted a survey reflecting the views of 330+ Business Leaders on what investments they think if made in the current COVID situation will make their company thrive in the long run?

Work Flexibility

Better Resiliency & Agility

Technology

56%

New ways to Serve Customers

Leaner Operations

Community & Societal Engagement

Additionally, the Indian Consumer Industry is experiencing the most significant increase in budgets across all sectors. And FMCG/CPG leaders are utilizing their budgets mainly to **enable Agility & Resilience** in their companies through the **Adoption of Technology.**

FieldAssist

But is technology adoption so Simple?

A published Study states that, **75% of times Technology adoption fails ,** due to multiple challenges in the software implemented

Generic tool kit package softwares, with **no fitment** aren't able handle data & specific industry needs causing **delays and costly customizations**

80% of users spend their time on rework due to **Complex Interface & Structure (UX/UI)** of the software, reducing its adaptability

Lack of innovation and the Software not being up-to-date with the latest market trends and needs, dooms the tech adoption

Low software adoption rate are due to **inadequate training & support,** as initially 78% users don't get the usability of the software and end in confusion

A customer experience that develops **frustration** and **dissatisfaction** in users may result in **boycotting of the software implemented**

Short-sighted cost savings may prevent adequate investments that are crucial for getting the **right software solution**

How a good solution should look like ?

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The solution should be **tailor-made** for FMCG/CPG Industry

40+ tangible KPI Managements	Targets on Employee, Product and Outlet	Intelligent Heatmap Visualization
Intelligent Secondary Scheme Modules	Smart UI for faster Checkout	Middle Manager Working Platform
Insightful Surveys and Census	Quick Viz Dashboard (BI)	Top Management Analytics App (IoS and Android)
My Pocket MIS	Suggestive Order Booking	On-Touch Brand Videos & Docs availibility
Intuitive Single page Order booking	Whatsapp Integration	Distributor Working Management
Offline Secondary Order Booking	New Outlet Smart Workflows	Flexible Insight Reports
Foot Route for Beats	Product Division Algorithm	Outlet Duplication Control Management

Easy-to-Use Aesthetically Crafted User Interface and Design (UX/UI)
Suiting Industry Workflow for Better Adaptability

The solution should be innovative and exclusive

Innovation Lab

❯ **Digital ASM**
Innovative and well researched features to act as a Virtual ASM & empower on-field users to take a Consultative Sales Approach.

❯ **Beat-O-Meter (Beat Optimization in Modern Way)**
Algorithm-based suggestions for frontliners maximizing coverage efficiency & Outlet Reach for Brand.

❯ **Battleground (True Gamification)**
Gamification for frontliners to compete in market with instant gratification & social sharing of milestones driving higher level of engagement.

❯ **One Company - One Data**
Configure and share, KPIs tailor-made for your business, with all stakeholders across all Platforms

Seamless Integration

❯ REST APIs designed to stay in sync with multiple ERP, BI & DMS platforms maximizing benefits.

❯ Eliminate the silos in your sales processes such that data flow is never hindered.

Microsoft Dynamics AX

ORACLE

SAP

Tally POWER OF SIMPLICITY

Power BI

High-End Security

❯ One Login - One Device

❯ IMEI Restrictions

❯ OTP verifications for deviations

❯ Controlled Data Sharing

❯ Audit Logs Powered by Microsoft Identity Servers

❯ Hatched Encrypted Password mechanism

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The solution should provide transformative customer experience

Change Management

With a vast Industry experience, we hand-hold and guide our clients as Trusted Consultants to anticipate & adapt with the latest Market Trends ensuring Continuous Learning & Knowledge Exchange

Technical Training

Certified hands-on training, is provided for the Sales Team by Multilingual & highly Proficient Trainers to help change mindset & ensure 100% adoption

Best Industry Practices

With defined success parameters, a phase-wise implementation approach is taken for a smooth and valuable experience. And through regular Review Meetings with Top Management, Customer Success is always ensured

Ground-Level Support

Availability of end-to-end service is ensured with a robust SLA & Tickets based Support System backed with high-end in-house built CRM

> " For decades, We have always strived for the best in everything. Thus, to fuel our aggressive sales expansion plans, we wanted a credible and trustworthy name in technology. We can now focus on running our business and not worry about the reliability of thesales automation solution. FieldAssist gives us that peace of mind.

Aakash Shah
Partner

EVEREST
A PERFECT BLEND OF PURE SPICES

"

FieldAssist

Building a Future-Ready FMCG/CPG Business

FMCG/CPG Industry Leaders that made Right Investments to be Future-Ready

EVEREST
A PERFECT BLEND OF PURE SPICES

India's Leading Spice Brand & Major Spices Exporter to 58 Countries

Haldiram's

Valued at Rs.21,000+ Crores, it's one of the most popular Indian Brand for Snacks & Sweets

Bisleri
with added minerals

Category Leader with 125 Plants & a Strong Network of 4500 Distributors

emami*

Established in 1974, a leading personal healthcare brand with 300+ Products

SANTOOR

With a turnover of Rs. 2000+ Crores, it's the second Largest Soap Brand of India

Hamdard

Set-up in 1906, with a presence in 25+ countries, it is a leading manufacturer of herbal-based products

Bata

Leading Manufacturer & Retailer of footwear with 1500 outlets & 30,000 dealers across India

Del Monte
Quality

One of the world's Largest Suppliers of Fresh and Prepared Produce

JOCKEY

The Flagship Brand and a Market Leader in Comfort Apparel Products

EUREKA FORBES

It has a strong base of 20 million happy customers with a global footprint across 53 countries

Ching's
SECRET

With 500+ Crores topline, it is synonymous with 'Desi Chinese - India's Second Largest cuisine

DANONE
ONE PLANET. ONE HEALTH

A global Nutrition Food Product Company, with various portfolio brand as Protinex, Aptamil, etc

There is a time for leaders to be 'tight-fisted' with where and how much capital is invested, but when it comes to securing a software solution designed to boost efficiency & reduce costs, the long term **ROI should drive the decision making**.†

If you are planning to take a transformational step to be able to thrive in the future, call us to discuss how we help you get Future-Ready

Get Started Now!

†Resources

PwC (May 2020)
Crisis Preparedness : An imperative to stay competitive

McKinsey (May 2020)
Survey: Indian B2B decision maker response to COVID-19 crisis

PwC (June 2020)
CFOs Pulse Survey

Geneca (2017)
Why upto 75% of Software Projects will Fail?

Unleashed Software (2016)
4 reasons why SaaS implementations fail