ORACLE SALES AND SERVICE CLOUD FOR F&B, FMCG & CPG INDUSTRY

A Case Study

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Executive Summary

F&B, FMCG and CPG industry are very unique in each of their own businesses and have a lot of focus on customer acquisition, customer retention and customer satisfaction. With ever shrinking margins, growth both at top line and the bottom line is observed with a microscope. These industries have an extremely competitive business model and are influenced by diverse, broad and hard-to-predict factors in sales, marketing and supply chain.

In this environment of constant change, executives not only have to strategize for the present but also plan for the future. Further, since the consumer base is huge and distributed across various geographical locations, business has to be managed real time and dynamically.

Speed and accuracy of information flow is critical for the success of these industries. Needless to say, the accuracy in decisions comes with the data available readily with each executive.
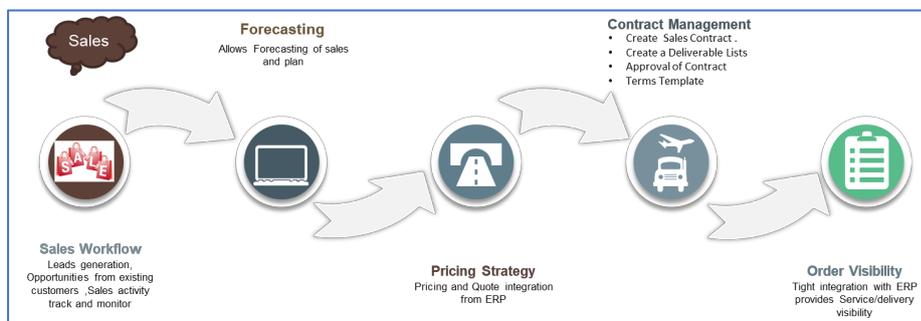
Spectrum7 on partnering with Oracle, have implemented a state of the art Sales and Service application on Cloud that not only captures all leads and tracks different stages of leads until a customer is acquired but also ensures that once the customer is acquired there is a sustained relationship built with him. Opportunities are created for after sales service on real time basis with seamless integration at each stage and provide a dynamic platform for faster and accurate decision making.

Spectrum7's Sales Cloud Implementation:

Spectrum7 has implemented Oracle's Sales Cloud in world class F&B Manufacturers like Lavazza, a Wholesale distributors of CPG items in Middle East, Nokia Mobile wholesalers, Canon Printers, Pharmacy, Hospital Equipments dealers and Multibrand distributors like Intercol etc. Spectrum7 helps executives build brand awareness by integrating with marketing campaigns and tracks customers from lead to cash and further.

The sales cloud has been customised in such a way that sales executives can plan their daily calendar and line up tasks and get notified of important meetings with clients. The managers are provided with a dashboard view for effective follow ups in their territories and helps to plan and execute sales campaigns customer segment wise. Sales and service revenues can be measured for each executive/ territory against the target and monitored with incentive plans. The managers also have access to forecasting tools to predict sales accurately.
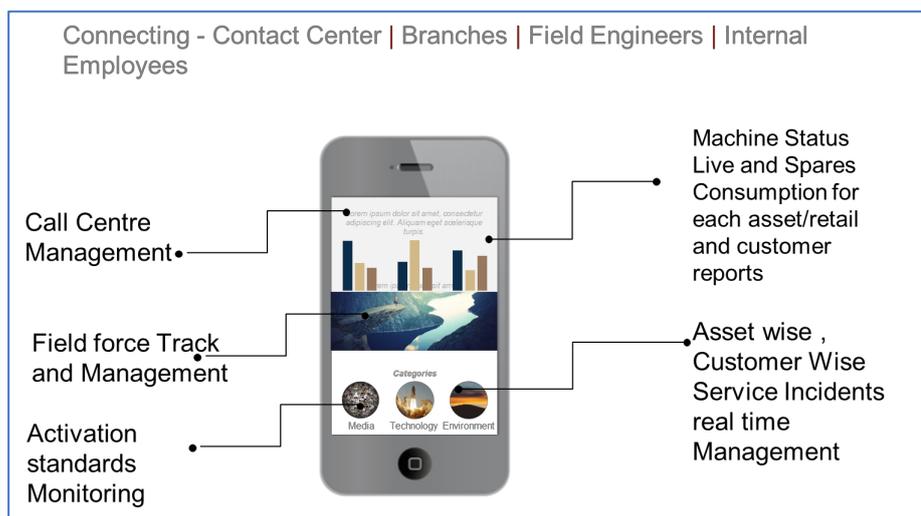
Spectrum7's Service Cloud Implementation:

Service function is the critical backbone of FMCG and CPG industries. It has a complex system comprising multiple layers of hierarchies of service engineers based on geographies and products. The service engineers are spread across geographies and are always on the move. They need instant information about the customers, the assets they own as well as the nature of defects raised. Spectrum7 has integrated the sales and the service clouds with information flowing from Oracle Sales Cloud into Oracle Service Cloud for the service team to have a 360° view of the customers at any point in time. Every service engineer has his customer details on his mobile and every customer activity is notified to him instantly thereby alleviating the need for the service engineers to call his office and ask for status /spares inventory or for customer contact details. Call centers can instantly know which customer is calling and can address them by the products they use and provide them with solutions instantly from knowledge base or raise service requests instantly and assign them to the respective service engineers.

360 Degree View of the Customer

Customer Contact Management

Customer P&L

Customer Contract management

Asset Performance Management at Customer end.

Service Incidents history and management

The Service Engineer gets the service request in his mobile and can accept it or can reassign to another engineer who is free. The customers are also notified every stage of the service incident and are kept appraised until their service is closed satisfactorily.

Customers can view incident status, documents pertaining to the goods bought etc., through a custom built.

Spectrum7's mobile application has been custom built exclusively to work with the Service cloud application of Oracle. The mobile application solves the business need for service engineers to communicate and transact with his customer and his office instantly.

Oracle Service Cloud implemented by Spectrum7 has

Connecting - Contact Center | Branches | Field Engineers | Internal Employees

Call Centre Management

Field force Track and Management

Activation standards Monitoring

Machine Status Live and Spares Consumption for each asset/retail and customer reports

Asset wise, Customer Wise Service Incidents real time Management

helped organizations deliver a world class service to their customers, integrate their product information on real time basis to Oracle Service Cloud and provide a complete 360° view of their customer assets.

Advantages

1. Customized sales activities mapping for different FMCG, CPG and F&B sectors and its varied customer segments
2. Unique offering in the market that brings intelligence to service platform through its mobile application.
3. Modular architecture helps integration of Sales and Service functions seamlessly
4. Tailored IoT devices that can integrate with Service cloud to get real time information of customer assets.
5. Automated reporting as well as service tickets raising and issue resolution.
6. Understanding of the business and experience in installation of customized solutions through Oracle Sales and Service cloud helps organizations provide a unique state of the art customer experience for their customers and ensures overall customer satisfaction improves as well as ensuring that sales revenue can be accurately and readily forecasted.