

Connected Digital Front Office



Deliver ROI rapidly via an AI and analytics-driven solution that enables companies to connect with their employees, customers, and consumers in a whole new way.

Addressing your biggest challenges

As disruption intensifies, leading CPGs must master key commercial capabilities in order to future proof their front office. Challenges include:

- Digital disruptors taking share faster than traditional players
- Customers shifting from traditional channels to new pathways to purchase
- Workforce demographics evolving quickly with significant pressure on productivity
- Retailers and CPGs having access to more customer data than ever before, but with limited capabilities to create insights

Benefits

10%

improvement
in productivity

5-10%

revenue growth
for emerging
markets

2-3%

revenue growth
for mature
markets

Accelerate your front office transformation

Introducing PwC's Connected Digital Front Office, an omni-channel, digital solution for Consumer Goods companies that unlocks the power of your data to enable field productivity and drive profitable growth. Built on Salesforce CG Cloud, CDFO provides an integrated suite of solutions that accelerates growth and productivity across Retail Execution, Sales, Service, Commerce, Analytics, TPM, and more.

Capabilities of Connected Digital Front Office

- **Offline capability** – access key functionalities such as visits, order, eSignature, and audits without connectivity, with the ability to sync data when back online
- **Omni-channel sales** – real-time order tracking across channels
- **Mobile/iPad application** – intuitive interface enables users to efficiently complete in-store execution activities
- **Reports, real time dashboards, & AI driven analytics** – full visibility into historical sales patterns and customer behavior helps personalize product portfolios, promotions, and discounts for each customer segment
- **E2E customer management** – enables business to track the full lifecycle of a customer, from order and delivery tracking to service requests
- **Chatbot** – interactive bot allows for rapid order creation and editing, and status checks
- **Route Optimization** - provide the optimal visit order and driving route to enhance productivity using Salesforce Maps
- **Image recognition** - quickly capture and analyze photos for planogram compliance using Einstein Vision

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