

FMCG365

www.fmcg365.com



AVENTO
FEARLESS LEADING IN THE FIELD



FMCG-market

You are a **producer** or **distributor** of **consumer goods** such as food, drinks, household items, cosmetics, electronic products etc.

Consumers mostly find your goods via **Retail** and **Out of Home** channels.

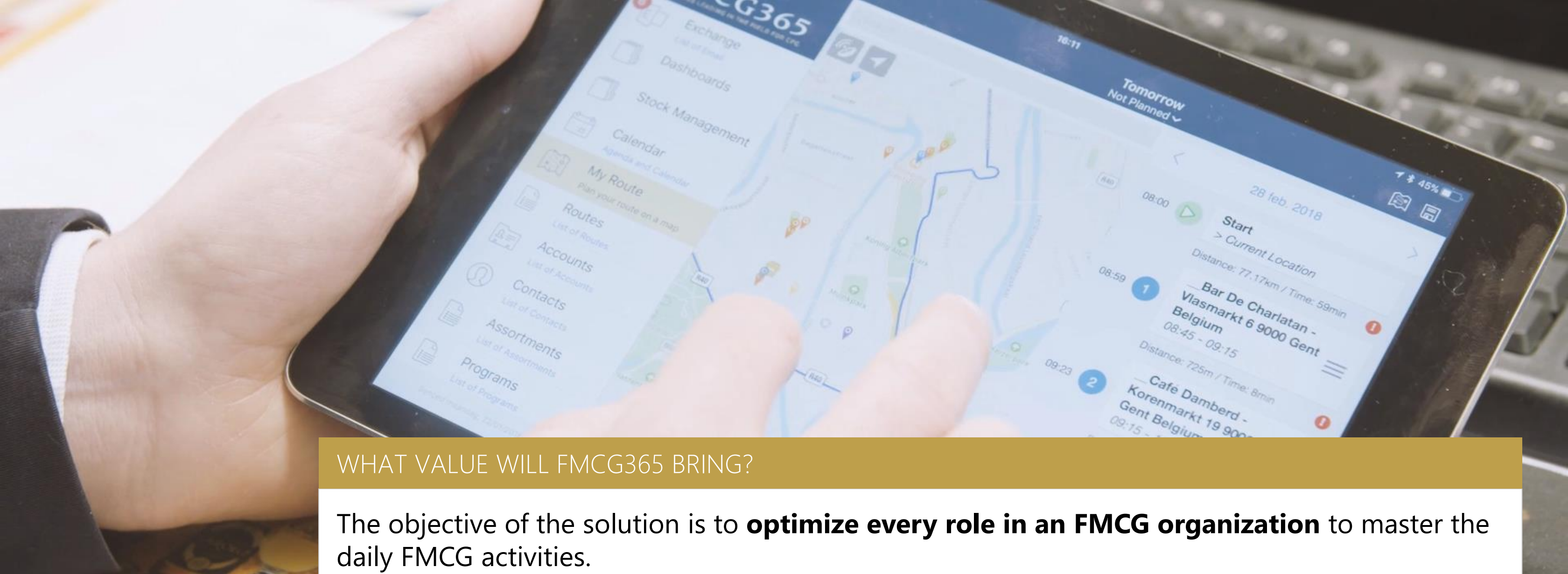
You are CEO, Category Manager, Marketing Manager, Sales Director, Key Account Manager, Field Merchandiser, Field Sales Specialist, Field Promoter, Customer Service Representative.



WHAT ARE THE FMCG-CHALLENGES?

While striving to continuously improve your “Customer Engagement”, you typically encounter the following challenges:

1. How can you accelerate our route to “The Perfect Store” and “Perfect Presence”?
2. Are you spending the right time with the right customer and the right channel?
3. How can you ensure that we always have the right information about the customer and the channel to hand on an ‘ad hoc’ basis?
4. How can you optimize our field resource planning for optimum coverage of the region?
5. How can you create transparency in crucial customer/channel information throughout the organization whilst at the same time reducing administration?
6. How can you connect better to our customers and save them time?
7. How can you use predictive analyses to make the right choices?



WHAT VALUE WILL FMCG365 BRING?

The objective of the solution is to **optimize every role in an FMCG organization** to master the daily FMCG activities.

The solution primarily aims to get the desired commercial results from the field force spending **the right time, with the right customers, in the right channel**, armed with the **right information**, and executing **the right actions**.

With its **seamless interaction between office staff and field force representatives**, Avento FMCG365 offers an integrated solution that **maximizes the FMCG customer engagement**.



KEY BENEFITS OF FMCG365

1. Full transparency of key data throughout the organization, enabling fast decision taking
2. Improved interaction with the right customer at the right time, with the right information
3. Enable the focus company efforts on actions with the best ROI
4. Drive Sales Growth and optimize along the way
5. Improve Operational Efficiency on a daily basis



KEY FEATURES OF FMCG365

Strategic Planning

- Territory Management
- Customer Loyalty Program
- Field Operations Planning
- Marketing Planning
- Assortment Planning

Field Force Execution

- Visit planning and optimization
- Visit execution & reporting
- Assortment Checks
- Marketing Actions
- Order taking

Business Intelligence

- From Executive Management to field operations
- Real Time key data that enables key decision taking



Customer Case Study "Approach more customers in a targeted way"



CUSTOMER PROFILE

"Het Anker" is a 5th generation family Belgian brewery and a whisky distillery. Het Anker has been brewing beer in the Beguinage of Mechelen since 1872.

Products of Het Anker are internationally distributed to the end-consumer via Retail and Out of Home channels.

COVERED CHALLENGES

- Onboard the full team
- Improve data quality in order to provide consistent business insights for the whole organization
- Enable an improved customer intimacy approach towards meticulously selected customers, by means of a deeper customer understanding
- Enable a uniform and more efficient way of working in the field
- Free up sales time to explore new customers in a more targeted way
- Provides modular build up of new functionalities
- Future proof



Call for more information: +32 (0)2 719 03 30

Ask a question via email: info@fmcg365.com

Learn more: www.fmcg365.com

Discover our Vtorials

PRIORITIZE YOUR ACCOUNTS

- Never forget customers
- Visually on a map
- Automatically updated



Welcome to this new FMCG 365 story.



Today we will focus on setting priorities when planning customer visits.

How can the OnTeVa Company easily see the difference between customers that should be visited urgently, those where a visit would be very useful to follow up on introductions and the ones that need a visit less urgently.

MAKING A PLANNING

- Sync with Outlook agenda
- Geo optimized
- Check if open
- Reuse routes



HANDLE YOUR ORDERS

- Immediately add frequently ordered items
- Digital signature
- Email report

