



Case Study FMCG:

Customer 360° View, Taskforce Management and CRM Analysis

A constant and dynamic data movement is considered as daily activities in the FMCG. Whether it is SKU number, SKU types, price range, distribution region, merchant partner, and so on. However, due to the lack of awareness, the advancement in data processing technology has been hidden from the healthcare industry in Indonesia. Little did they know that these pile of unused data would be very crucial in determining the improvement or optimization of services.

A multinational FMCG (Fast Moving Consumer Goods) company has requested our assistance in managing and analysing their internal data. We were informed that this particular project would require analyzing complaints data and also their records of brand ambassadors that acts as a salesperson in selected locations all over Indonesia.



CRM Analysis



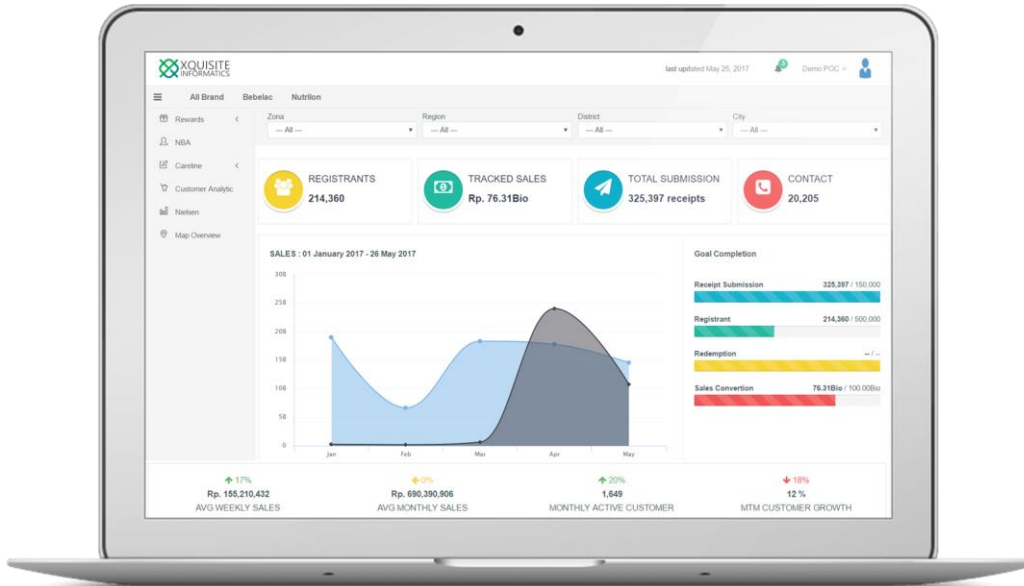
Customer 360°
view



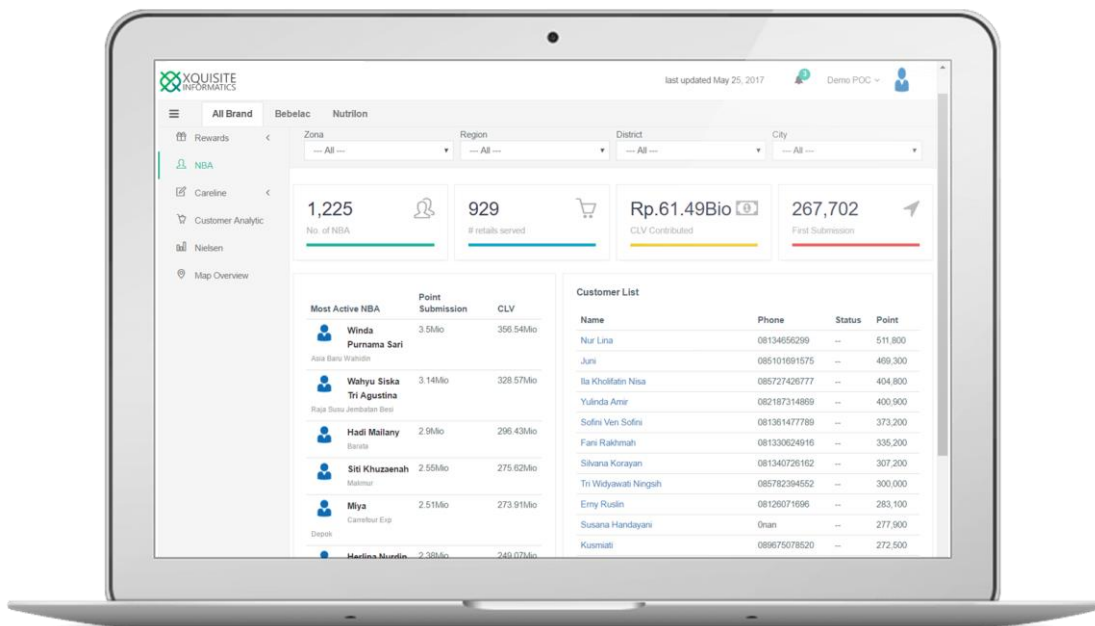
Territory
Management

In this project, we are required to develop data connection to stream data from disparate sources, analysing customer's complaints data and brand ambassador's territory analysis for their milk product.





The data analytics project for the FMCG company has been able to pinpoint the issues that their customers are facing in different region. In addition, the project enabled the FMCG company to have a 360° view of their customer's and monitor the sales performance of their brand ambassadors.



Does your FMCG company have a requirement for data analysis to improve business performance? Contact us and let your data become valuable insights for you.

For more info, contact us at hi@xqinformatics.com

