



Wipro's Intelligent Revenue Growth Management Solutions

Enabling CPG companies to leverage AI and ML for improved growth and sustained profitability



Introduction

Consumer packaged goods companies have been pioneers in the use of analytics to improve how they acquire and segment customers, track competitors, optimize the marketing mix, and “listen” to social media. But today’s vast data landscape offers even more potential for value creation.

Wipro’s Revenue Growth Management uses artificial intelligence and machine learning to create sophisticated analytical models to generate better insights, uncover new opportunities, improve decision-making, and help CPG companies discover new strategies for growth.

When well-aligned with business objectives, an RGM-based strategy can boost sales growth by 2–3% and margins by up to 5%.



Key benefits

Wipro's Revenue Growth Management solution informs strategy, aligns the organization, and builds the right systems and tools for CPGs to optimize trade spend and achieve long-term pricing goals.

RGM empowers business users to make strategic decisions:

- Enables self-serve capabilities for business stakeholders: Users can generate insights on their own using configurable filters.
- Achieves scale across diverse data sources: RGM is loosely coupled and can be easily integrated with new/existing data sources to uncover new insights.
- Balances granularity with a holistic perspective: With holistic RGM use cases, users can drill-down to individual SKUs or look at entire product lines, divisions, brands, or geographies.

Wipro's Revenue Growth Management solution leverages analytical algorithms that aid in crafting powerful strategies for pricing, promotions, marketing, and consumer analytics. These algorithms are ready to run, but they can be quickly and easily customized to address a user's exact needs through an intuitive user interface. The results: Higher adoption by business users. Faster time to market. And, ultimately, increased sales and improved margins.

Features



Price Elasticity: Understand how much prices can be raised without affecting consumer demand with data-driven price recommendations.



Price Pack Architecture: Eliminate unprofitable packs and offer right pack sizes at the right price points to boost margins.



Promotion Optimization: Measure promotion effectiveness and redirect subpar promotion dollars to ideas with more potential for efficacy.



Customer Segmentation: Understand changing consumer preferences and improve decision-making with respect to geographies and channels.



Marketing Mix: Understand and track the effects of spending in various media channels to increase M-ROI.



Category Rationalization: Minimize sales cannibalization by using a data-driven approach to rationalize product offerings.



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