



CONSUMER GOODS

Sales Execution Simplified with Data,
Document Generation, Contracts and Reporting



In the highly competitive world of Consumer Packaged Goods, companies need to deploy any tactic they can to stay ahead of competition and fight for their share of voice. Customers have options for similar products and although they may vary slightly, to a consumer price or brand could be the deciding factor. To keep an edge in the current environment, companies need to find cost-effective ways to manage operations and customer satisfaction while delivering high quality and differentiated products.

BUSINESS CONCERNS:

REAL TIME CONSUMER ENGAGEMENT WHILE MAINTAINING BRAND PRESENCE

- With more options than ever to communicate, customers now have an open channel to brands through Twitter, Facebook and more.
- Customers and consumers expect rapid responses but you need to protect your strong brand image

SHRINKING MARGINS

- Manufactures need to ensure the delivery of high quality of products while finding innovative ways to cut costs.

TIME TO MARKET / NEW PRODUCT INTRODUCTION

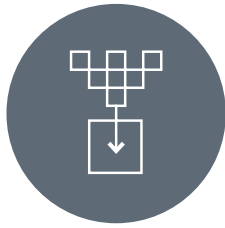
- Constantly changing customer demands and evolving competitive landscape make time to market critical to brand relevance

COMPLIANCE AND REGULATORY PRESSURE

For CPG companies who have deployed Salesforce to help manage their business, Conga provides a competitive edge reducing risk, administrative tasks and providing critical business insights that increase time to market and protect brand. Tangible results through data management, document generation, contract lifecycle management and reporting help enable a unified customer experience and actionable insight to remain competitive, create growth opportunities, and contribute to the bottom line.



CONGA'S SOLUTIONS:



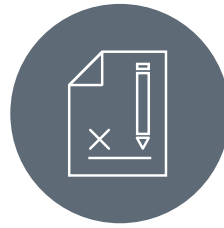
DATA

Reduce the time it takes to manage cases in Salesforce Service Cloud. Simplify data management within Salesforce making it easy for users to update, understand and digest data quickly with Excel-like features that transform business and increase user adoption. Consumer and Customer Service Agents who use Service Cloud leverage ActionGrid manage large volume of cases easily



DOCUMENTS

Create professional enterprise-grade documents that capture your brand and message. Automate the distribution removing hands on work or room for error from your Salesforce users. The use cases are only as limited as your imagination and your Salesforce instance.



CONTRACTS

Automate the entire Contract Lifecycle Management, including drafting, negotiation, workflow and approvals, reporting, renewal management, and electronic signature with vendors.



REPORTS

Go beyond simple Salesforce reports and gain insight and visibility into Salesforce activities that drive revenue, without requiring hours of manual number crunching and data analytics. Automatically schedule reports to be sent inside or outside your organization.

SAMPLE USE CASES:

- Customer service documentation
- Consumer and Customer interactions
- Delivery block / mass return updates
- Loyalty programs
- Invoicing
- Inventory reports
- Account planning and territory review reports

Contact Conga today to schedule a demo and learn more about how we are driving business forward for top Consumer brands like:



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