Global CPG manufacturer enjoys increased sales and marketing effectiveness - thanks to more robust master data management process

**Client**
A global consumer goods manufacturer

**Industry**
Consumer goods

**Business need addressed**
Robust analytics and reporting system for sales and marketing effectiveness

**Genpact solution**
Automated master data management structure - data collection, integration and reporting configured to specific client needs, and scalable for future sources or changing business requirements

**Business impact**
- Technology driven, robust reporting system
- Real time analysis adding to flexibility and adaptability in decision making
- Standardization and automation leading to significant savings in time and cost
Business challenge

A global consumer goods major who wanted to increase sales and marketing effectiveness by building a robust analytics and reporting system for different data types – shipments, sales, advertising, economic and compliance.

However, because of multiple, disparate data sources, with different definitions for product, geography, channel and specialty, the client required automation. Doing this manually meant spending substantial time and effort with lower accuracy.

Genpact solution

A comprehensive and automated master data management system through:

- **Process and organizational innovation** - Single internal process and resource for data sourcing and management to eliminate inconsistencies and chances of errors
- **Data warehouse and systems integration** - Automated data extraction, transformation and cleansing routines
- **Data quality** - Automated QC process scalable to changing data sources through a combined on- and off-shore team
- **Business intelligence, tools and applications** - Common platform for data alignment and standardization of reporting to serve as a single source for insights and intelligence

Business impact delivered

- Ten-fold time and labor savings versus manual processes
- Ongoing quality control reduced reporting errors to < 0.5%
- Near real-time analysis as data was available within hours of release versus days in the manual process

About Genpact

Genpact Limited (NYSE: G) is a global leader in transforming and running business processes and operations. We help clients become more competitive by making their enterprises more intelligent: more adaptive, innovative, globally effective and connected. Genpact stands for Generating Impact for hundreds of clients including over 100 of the Fortune Global 500. We offer an unbiased combination of smarter processes, analytics and technology through our 62,000+ employees in 24 countries, with key management based in New York City. Behind Genpact’s passion for process and operational excellence is the Lean and Six Sigma heritage of a former General Electric division that has served GE businesses for 15+ years. For more information, visit www.genpact.com. Follow Genpact on Twitter, Facebook and LinkedIn.

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