

Transform Customer Experience and Engagement

[67%]

Growth in BOPIS transactions from February 2020 to February 2021.¹

“Consumers expect companies to understand who they are and interact with them accordingly. Differentiating on CX is going to be critical—and data is going to provide the unique competitive advantage that enables CPG companies to best do so.”

— Jitesh Ghai, Chief Product Officer, Informatica

In the last decade, innovative new technologies have spurred the digital transformation of the consumer packaged goods (CPG) industry. Not long ago a non-integrated vertical controlled by manual processes, the industry has evolved to become increasingly reliant on digital tools and automation. Yet that change pales in comparison to the radical shifts experienced by both companies and consumers since 2020.

The global COVID-19 pandemic changed the landscape of shopping and the business of CPG companies. Instead of working exclusively through a middleman—such as a retailer—to reach consumers, many of today’s leading CPG companies now have embraced a direct-to-consumer (D2C) model.

This shift requires a change in the processes they must use to meet consumer expectations. From in-store to online and from home shipment to buy-online-pickup-in-store (BOPIS), consumers are using more diverse channels to make purchases. And they expect to have a seamless, exceptional customer experience no matter where they interact with a brand. To meet these expectations, CPG companies must think more creatively.

Keeping up with an accelerated pace of change demands a new approach to digital transformation. CPG companies need cloud-native data management and governance capabilities powered by artificial intelligence (AI). They must modernize their infrastructure and applications while leveraging advanced analytics to gain insights. By making these changes, CPG companies can better capitalize on emerging opportunities and overcome today’s business challenges—and those to come.

Transform Customer Experience and Engagement

In the next few years, the ability to deliver a highly engaging customer experience (CX) will be the leading differentiator for CPG companies. However, rapidly changing consumer preferences and a growing expectation for increasingly personalized product recommendations and shopping experiences are complicating the focus on CX.

¹ [“Adobe Digital Economy Index: COVID-19 Report.”](#) March 15, 2021

By using Informatica® MDM–Product 360, Unilever can provide rich online content that is essential to driving consumer preference and purchase decisions. Now the company automatically retrieves master data and research and development data from source systems.

About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always™.

To predict the products that consumers want and deliver the experiences they expect, CPG companies need to gain insights from data. Not only do they need to understand the consumer's satisfaction with products and loyalty to the brand, but they also need knowledge about shoppers' purchase and delivery experiences.

Key Capabilities

The most effective way to use data to predict what shoppers want is to apply AI-powered data analysis tools. Offering the ability to crunch huge volumes of data and produce real-time insights, these solutions can also eliminate manual analysis tasks.

But these technologies will not yield insights running in just any IT environment. To gain maximum benefit in a cost-effective manner, companies must run analytics applications on a modern, cloud-native infrastructure. The cloud is a game changer for companies looking to truly transform how they address the perpetual shifts in consumer behavior in real time.

A cloud-native infrastructure also helps organizations deploy new business applications quickly, simply, and on time. Running these tools on the cloud is the best way to ensure effective, timely integration of the data received by these applications and the data they generate across the enterprise.

Organizations should also be prepared to invest in cloud data lakes and cloud data warehouses. These capabilities support advanced self-service analytics. They can also help identify ways to engage with consumers across all channels.

Embracing Digital Transformation With Informatica

Each year brings a host of new uncertainties to the CPG industry. Volatility is expected to increase, driven by changing consumer demand, rapidly emerging technologies, increased global interconnectedness, evolving economic and regulatory factors, and rising competition.

To overcome their most critical challenges, CPG companies need high-quality, trusted data that is actionable at scale. By ensuring this data is ready to be used by people, applications, and AI and machine learning solutions, companies can support their top business imperatives and realize their critical business outcomes.

Next Steps

To learn more about Informatica solutions for CPG, visit www.informatica.com/retail.



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