



Optimizing market footprint for a global Fortune 500 CPG giant

Challenges

Our client, a multinational Fortune 500 CPG major, wanted to establish a data-driven strategy that would drive faster visibility into the potential sales opportunities around food services business and aid their sales team with better data-driven prospecting. This required them to collate comprehensive data on eateries, dining places, and educational institutions from multiple digital platforms. The data would provide on-field sales teams with a transparent 360-degree view of the distribution channels, and the territories assigned for a specific region having its local trade nuances.

The client found it challenging to sift through multiple data sources, digital partner websites, and primary research data to gain insights related to customers, competition, and the market. Moreover, the client also had to track changing consumer preferences, focus on customer acquisition using enriched data sources.

Solution

The Fosfor Decision Cloud helped the client conduct comprehensive data exploration, enabling quick touchpoints and rapid drill-downs. It leveraged a digital-first approach to help the data team attain the most granular insights quickly. Right from semantic web crawling to tagging the information to the correct source, Lumin, the Fosfor Decision Designer, was able to substantially automate the manually intensive process of data curation from multiple partner channels, restaurant aggregators, and delivery websites.

The Fosfor Decision Cloud also illuminated the path to actionable intelligence by:

- Acting as a single source of truth and leveraging an ecosystem of digitally available data from restaurant aggregators, food delivery apps, and map applications to create a “gold mine” of information for the field sales team
- Harmonizing data across sources for each restaurant, including menu, location, ratings, pricing, and competitor information
- Providing intuitive geo-visualizations to identify untapped markets with an in-depth analysis of multiple attributes such as restaurant type, cuisine, and location for the field sales team
- Enabling seamless extension by layering additional data sources, regions, locations, and channels to handle multiple cities and ad-hoc insights requests

Impact

The Fosfor Decision Cloud empowered the client with proactive pipeline prospecting with accurate market volatility assessment, providing faster visibility into potential markets, laser-focused market segmentation and analysis.

Additionally, it offered the following business benefits to the client:

~15% conversion rate
for acquisition of
competitor outlets

Scalable model
replicated in markets
across 2 countries
and 11 cities

Automated
capturing of digital
restaurant data from
multiple sources



The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit www.fosfor.com.