

Transforming the RCG Industry with YASH Salesforce Capabilities

Empowering Retail, Consumer Goods, and Distribution with Scalable and Innovative Salesforce Solutions

Consultative. Accountable. Transformative.

About YASH Technologies

- **Global Expertise:**

43 global delivery centers and partnerships with Fortune 500 companies.

- **Proven Track Record:**

Over 29 years of delivering transformative digital solutions.

- **Industry Focused:**

Deep expertise in Retail, Consumer Goods, and Distribution (RCG).

- **Salesforce Excellence:**

200+ certified Salesforce practitioners driving innovation and business outcomes.

Salesforce Capabilities for the RCG Industry

YASH Technologies leverages Salesforce to address key challenges in the RCG value chain, enabling businesses to enhance productivity, customer engagement, and operational efficiency.

Core Capabilities

1. **Sales Force Automation**

- Onboarding
- PJP Execution, Route Management
- Order Capture

2. **Dealer & Distributor Management**

- Order Management
- Inventory Management
- Invoice Management
- Warehouse Management
- Onboarding

3. **Mobile DMS**

- Visit planning and execution
- Order management and compliance audits

4. **Trade Promotions Management**

- Efficient planning, execution, and ROI analysis of trade promotions

5. **Sales Automation**

- Lead & Opportunity management, Forecasting, and Territory management

Agentforce Capabilities

YASH's Agentforce accelerates field operations for enhanced productivity:

- **Key Features:**

Account Summary, Upsell Recommendations, Inventory Check, Order Updates, Complaint Management

- **Integration Ready:**

Seamless connection with ERP systems like SAP and Oracle for real-time data, Offers/Discount/Promotions from 3rd party application

- **Industry-Specific Use Cases:**

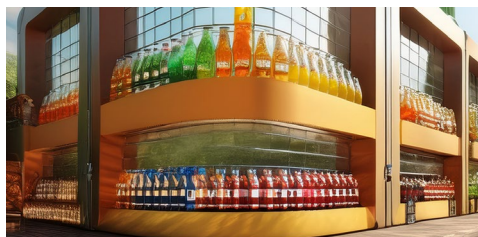
Tailored solutions for retail distribution networks and field sales optimization.

Solution Accelerators for RCG

As a **Salesforce Summit Consulting Partner**, YASH Technologies combines deep industry acumen with Salesforce-powered AI to drive high-impact transformation across ACC verticals. Our solution plays are aligned to strategic business outcomes, tailored for speed, agility, and scale.

| Solution | Description | Benefits |
|--|--|---|
| Dealer & Distributor Management System (DDMS) | <ul style="list-style-type: none"> Comprehensive management of stockists, distributors, and orders. | <ul style="list-style-type: none"> Streamline Ordering and Inventory Management Consistent Pricing and Effective Promotions Optimized Delivery and Logistics Analytics and Insights |
| Demand Forecasting | <ul style="list-style-type: none"> AI-powered insights to predict consumer demand trends. | <ul style="list-style-type: none"> Optimized inventory management and reduced wastage. Collaborative Forecasting |

Customer Success Stories



Leading Beverage Distributor

Challenge:

Needed to improve customer service and case resolution efficiency across its distribution network.

Solution:

Implemented Salesforce Service Cloud with YASH's CaseMate solution for streamlined case management and knowledge sharing.

Outcome:

Achieved a 35% reduction in case resolution time and improved customer satisfaction scores.



Regional Distributor Network

Challenge:

Lack of visibility into secondary sales data from distributors to retailers.

Solution:

Deployed YASH's DDMS integrated with Salesforce Sales Cloud for real-time data capture.

Outcome:

Reduced order processing time by 40% while improving inventory accuracy.



Major Food & Provisions Company

Challenge:

Sought to enhance retail execution and compliance across its extensive store network.

Solution:

Deployed Salesforce Consumer Goods Cloud for optimized visit planning, order management, and real-time data capture.

Outcome:

Increased field rep productivity by 25% and improved in-store execution compliance by 20%.



Global Presence: AMERICAS | EUROPE | APAC | MEA

World HQ: 841 Avenue of the Cities East Moline IL-61244 USA

Tel: 309-755-0433 | Fax: 309-796-1242 | www.yash.com



For more information contact YASH today at info@yash.com or scan here