



INDUSTRY REPORT:

Benefits of Robotic Process Automation
for Retail & Consumer-Packaged Goods



In this uncertain environment, the key to any business's success lies in data analytics. Many retailers have begun looking to AI and Robotic Process Automation (RPA) for more accurate analysis of consumer behavior, as well as inventory control and in-store planning.

*"According to a recent study conducted by Forrester and UiPath, nearly **50% of businesses worldwide** will increase their RPA adoption due to COVID-19."*

The question becomes how RPA can benefit the retail sector in practical, concrete ways. Essentially, RPA allows customized hardware and software to take over a variety of simple tasks normally performed by your employees. These menial and often repetitive assignments take time, and RPA can significantly streamline the process for both in-store and e-commerce retailers.

Now more than ever, data analytics are proving crucial in tackling the challenges inherent in sales, supply chain, and inventory management. The ability to gather valuable data and make it actionable in near real-time remains an elusive goal, and this is where RPA serves as an essential tool for you and your business.

INVENTORY MANAGEMENT



Accuracy is everything when it comes to inventory. Yet nearly thirty percent of all product data contains errors within the listings, posing a significant hurdle for CPG manufacturers and retailers.

*“According to Schneider Electric, it takes almost 24 minutes per SKU to manually correct a mistake. **Consider, over the course of a quarter or calendar year, the number of hours accrued in lost productivity.** With RPA, your business can automate precision-level work to ensure basic errors don’t affect sales and market placement in a volatile environment.”*

Within inventory management, RPA lets you utilize rules-based bots to study minute details and effectively plan the right strategies. You’ll obtain faster and more accurate data to track merchandise, greatly reduce errors through automatic stock replenishment, and see significant improvement in claims and refunding accuracy.

These technological advantages will open the door for you to train your focus on both the customer experience and increasing profits.



SUPPLY CHAIN MANAGEMENT & SALES FORECASTING



Whether your business is online or brick and mortar, RPA bots serve as the first line of customer contact around the clock. Automated text messages regarding orders, restock and product availability, and pricing changes can all be efficiently handled via RPA bots.

The Customer Experience relies heavily on Supply Chain Management (SCM). It ensures consistent product deliverability and fulfilling your customers' expectations. Employing RPA bots automates the communication between your suppliers, customers, and distributors in real-time and helps reduce clerical errors in every area of SCM.

Not only does the utilization of RPA bots aid in maximizing SCM details, but it also streamlines your Enterprise Resource Planning (ERP) system.

*“Complex procedures like invoice processing and managing accounts payable and receivable can all be handled **through the power of RPA.**”*

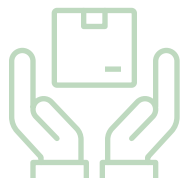
Your business will have access to lightning-fast data consolidation, which provides actionable reporting to your sales leadership, accounting, and marketing teams.

RPA also allows you to gather and condense data about local and regional demographics, targeted product lines, and sales opportunities.

Ultimately, you'll have the resources to maintain greater control over your inventory, boost the effectiveness of your merchandising, and develop marketing schemes in specifically targeted ways.



NEW PRODUCT INTRODUCTIONS



Some of the most complex undertakings in the business world involve rolling out new products and product lines. In addition to the substantial investment in time and money of a rollout, forecasting and gathering the subsequent data often determines whether a product will be successful in the long-term. **And this is where RPA steps in.**

*“With RPA, you can automate the processes that trigger price adjustments, determine inventory levels, and establish your customer needs quickly and **with unmatched accuracy**. This requires understanding what your customer expects and wants in a product and the best way you can respond to those needs.”*

Both retailers and CPG manufacturers can get store-by-store, region-by-region data analysis from disparate sources, offering the ability for you to make decisions in near real-time for in-person and online customers.

CPG & RETAIL CX ENHANCEMENT



The marketplace dictates that your customers' demands will be constantly shifting. They want products and services that serve them in the moment and with the least amount of hassle. COVID-19 has created a unique environment that has seen needs swing from in-store to e-commerce and back again as restrictions and lifestyle choices change. Demand for certain products has skyrocketed while others plummet.

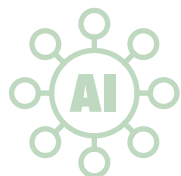
Navigating the ebb-and-flow of these needs requires an ability to forecast as well as react to the immediate market. By integrating RPA, you'll be able to facilitate data aggregation for reporting and analysis and use it to make smarter decisions. It can drive your speed to market and enhance your data analysis to aid in:

- Cutting overhead costs
- Pulling and filling reports
- Using data for trend generation
- Triggering issue and inventory threshold alerts
- Providing targeted demographic and geographic sales data

You gain the ability to gather data from a variety of web sources and silos to transform e-commerce platforms and CPG strategies to your customers' benefit. This includes access to information about page time, clicks, and scrolling habits.

RPA serves as a catalyst for automating all these processes. It boosts speed and accuracy without having to rely on human intervention. The automated harvesting of information saves time and work hours and lets you precisely target consumers as well as enable personalized messaging for full effectiveness.

MOVING FORWARD WITH RPA



We often view AI through the lens of science-fiction, as the concept of robots taking over the world and leaving us humans in the dust. However, in the business world, AI through RPA is not intended to replace living, breathing employees. In fact, handing off your most tedious duties to an automated system gives workers more time and space to do the things only people can do for your business.

"RPA is best utilized for repeatable processes and data harvesting, which are the most error-prone tasks in the workplace. Human oversight is better at handling the more complex, decision-based problems faced by any company."

Advances in RPA not only modernize and simplify your operations, but they have also become necessary to stay competitive in the web-savvy business world. It allows you to stay one step ahead of your competitors and put yourself in a position to handle an unpredictable marketplace. Valuable data is often scattered throughout internal channels and across the web, and RPA lets you gather and consolidate this information to make better, more productive decisions for your business.

The key to integrating RPA is to start slowly, using targeted applications developed in collaboration with an experienced RPA affiliate. From there, you can successfully apply RPA in numerous areas. We encourage you to learn more about RPA and how Solugenix can be your ideal support partner.





We have decades of experience working with some of the world's largest restaurant and retail brands. Our focus is building structures that solve support issues before they can impact your customer experience and, ultimately, revenue.

DISCOVER MORE

1-866-749-7658, or email us at **info@solugenix.com** for more information.

Global Locations:

Corporate Headquarters: Brea, CA

Scottsdale, AZ | Hyderabad, India | Santiago, Dominican Republic