



WHITE PAPER

CONSUMERS GOODS INDUSTRY



CONSUMERS GOODS INDUSTRY:

The role of Learning in the Growth of Industry.

Consumer Goods Industry is one of the most booming sectors of the world economy. However, it is also a sector that is experiencing a definite lack of skilled workers. Additionally, consumer expectations are changing and they expect higher level of customer service, timely delivery, high-quality products and perfect logistics management.

In this white paper we will explore various challenges that the Consumer Goods Industry is facing and how training & Learning can made a remarkable contribution to the industry and align it to the expectations of the modern consumers.





C

CURRENT STATE OF CONSUMER GOODS INDUSTRY:

The diverse demographic and economic composition of makes it imperative that consumers have access to a large range of affordable products.

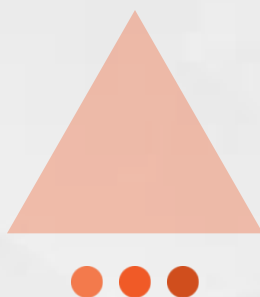
Digital Transformation - The E-commerce wave continues to hit consumer electronics and durables with an easy access to product benefits and a platform to compare the features.

The Green Consumer - The low-carbon footprint is becoming a reality. It has become necessary to make the products environmentally friendly and recycled.

Social Media Penetration- More and more customers are turning to social media avenues like Facebook and Twitter to query businesses, or to submit complaints or reviews.

Emergence of New Retail Business Models - There are small startups in this industry that are trying to take consumers away from the traditional industry leaders. These small players show willingness to serve a niche market rather than the mass market and use the power of social media to forge a more personal and recurring connection with consumers.

Multi-Cultural Global Consumer Base - It has become significant to maintain Global culture and succeed internationally



I

INDUSTRY CHALLENGES AND SOLUTIONS

These new developments of the global world economics poses several challenges to the Consumer Goods Industry which can be suitably solved with the help of technology-aided training



Challenge 1 : Creating Inter-team Awareness

Solution : Multi-cultural, Recruiting skills, and Talent Retention training

Challenge 2 : Maintaining the integrity of Supply Chain

Solution : Certifications and Trainings on global standards as well as universal issues

Challenge 3 : Moving From Traditional To E-commerce Platforms

Solution : Process training, off-the shelf courses on topics of universal appeal

Challenge 4 : Changing Regulatory Requirements

Solution : Compliance trainings, Certification courses

Challenge 5 : Organizational Development

Solution : Custom- created Product Trainings, Multi-device delivery

Challenge 6 : Leadership Development

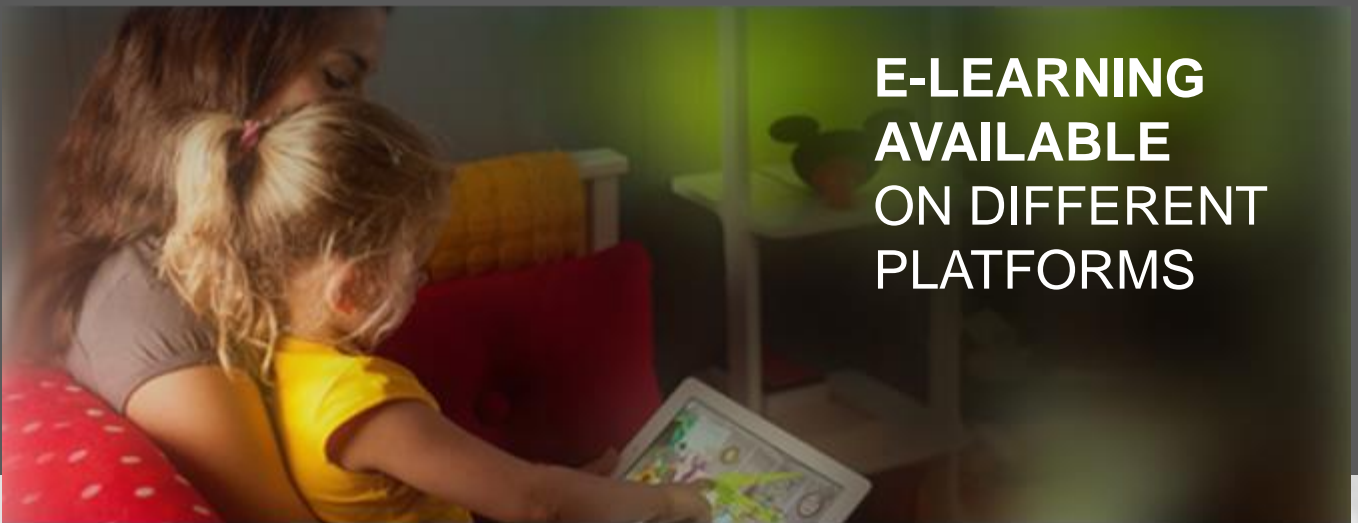
Solution : Business simulations, Game-based Learning



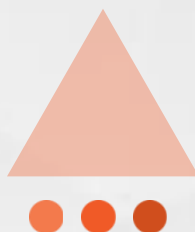
Challenge 1: Creating Inter-team Awareness

Modern consumers not only demand accurate, accessible, information about products, but also information on ingredients, provenance as well as its social and environmental impact. Therefore you must keep the entire sales force equipped with the gamut of information for effective selling.

Solution: Training on organizational values as well as the global consumer base need to be shared on a continual basis to maintain relevance for the multi-cultural workforce. In addition, HR training on recruiting skills and retention also have to be developed to make sure that the talent pool within the organization is adequate and well equipped to achieve their workplace targets. For quick and efficient training delivery, off-the-shelf courses on these common topics can be utilized.



G-Cube Case Study : Royal Philips is a global market leader in Lighting solutions, with recognized expertise in the development, manufacturing and application of innovative as well as energy-efficient lighting solutions. G-Cube developed a mobile-based application that makes a variety of visual learning cue-cards available on the learners' device – be it the iPad while making sales calls, the iPhone while travelling or the desktop or laptop when in office.



Challenge 2: Maintaining Integrity of Supply Chain

Interpreting the cultural mindset in local markets, managing relationships with global supply chain partners, and being able to attract top talent in emerging markets are all essential skills for companies wishing to become global leaders in this sector. Companies must be prepared to deal with varying international standards along with the twin issues of compliance and traceability that are prone to raise operational problems.

Solution: With increasing demand within the industry, training on Six-Sigma or Kaizen certifications are necessary to maintain quality and maintain industry standards.

Training on universal topics like Corporate Social Responsibility can also be effective, and can be developed on a stand-alone basis or as part of the whole e-learning endeavor.



G-Cube Case Study:

Ecovadis is a multi-national organization that strives to bring together the principles of supply management and Corporate Social Responsibility (CSR) and create a sustainable source of value.

To educate various corporate houses, Ecovadis approached G-Cube to create an interactive and engaging introductory course on CSR. With graphics, audio visuals and a series of informative case studies, the e-course successfully highlighted the benefits of following environmental norms to save the world, without letting go of the profits!

Challenge 3: Moving from traditional to E-Commerce Platform

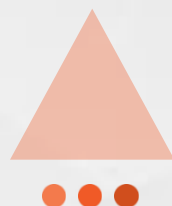


E-Commerce provides easy access to vast products for modern consumers – who appreciate the variety and ease of online shopping. However, if e-commerce is to succeed, organizations must have strong strategies.

Solution: E-Commerce spells good business for the industry but the transition can be tough for many employees – especially those who are not familiar with technology-aided platforms. For persistent organization specific challenges, it is best to create custom content which utilizes apt instructional strategies to cater to specific learner needs.

Employees are also required to be adept in customer servicing skills, situation handling, issue escalations, Relationship Management Skills and so on. The challenge can be duly solved by providing effective off-the-shelf courses that cater to communication, time management and other skills.

G-Cube Case Study: G-Cube created an activity based course for Walmart, training employees on the two critical workplace situations that they have to encounter when their customers place orders online. Both scenarios are explained with real-life examples and the problems are put forth. The employee is then encouraged to think about the problem and answer within a stipulated time. The experiential ways of exploring the entire scenario in detail enable the learner to help customers well and increase productivity as well. Tone and language remains informal and the learning itself also seems effortless. But at the end of the activity, the learner is more aware and better equipped to solve the common workplace issues with confidence.



Challenge 4: Changing Regulatory Requirements

Regulatory requirements vary from one part of the world to another and organizations have to comply. High costs and long delays can be avoided by an organizational wide understanding of compliance regulations and standards. Hence training in this area is just not necessary, it is mandatory.

Solution: Consumer goods companies are bound by a lot of regulations and norms – both within the country of manufacture as well as international regulations. The biggest challenge here is that most of these trainings are mandatory for all employees. The best answer is a technology platform to reach a staggering number of employees.

All employees need to be trained on the various regulations like Certified Training of SDC & AATCC, Consumer Product Safety Improvement Act (CPSIA), ISO Standards and so on. E-Courses can be created for these certification courses and appropriate changes can be made on a continuous basis, without much time or effort.



WIZDOM V5.0



G-Cube Case Study: G-Cube implemented WiZDOM LMS for a leading consumer goods company, providing a cost-effective and customized solution for their needs. The vibrant and visually attractive user interface of WiZDOM LMS and easy navigation allowed learners, many of them being first time users of e-learning, to be at ease with the system and learn seamlessly. Compliance courses were uploaded for all employees and a re-certification cycle was automated by setting the required timelines within which the learner needed to re-take a particular course. Classroom sessions were also managed by WiZDOM LMS and the scanned copies of classroom attendance and test responses could be uploaded on the system.

Challenge 5: Organizational Development

Streamlined processes of hiring appropriate resources need to be put in place to avoid delays and loss of work within the industry. Once the resources are in place, the different departments need to communicate well to perform their best. The channels of communication need to be very strong within the organization, with special focus on issues like work ethics, sexual harassment and so on.

Solution: Most companies need a continuous endeavor to make their brand known within the market. E-Courses can be created for portfolio awareness, product placement in the market, selling techniques, merchandising tips and so on . With technology-aided learning, training can also be made available on multiple devices, to suit the needs and preferences of learners. With mobile learning, the spread and accessibility of learning reaches new heights..

G-Cube Case Study: Amway and G-Cube together established a powerful learning platform - the Amway E-Learning Portal. The portal has a variety of courses that cater to the many needs of Amway learners – enhancing business acumen, developing organizational knowledge and acquiring pertinent product information. Together these courses provide the learners the knowledge required for selling Amway products with confidence . The portal also enables offline study and making printouts for just-in-time learning re-enforcements for sales calls.



Challenge 6: Leadership Development

Consumer goods companies need to keep recognizing people who can accelerate revenue growth opportunities across different departments in the organization. Organizations need to encourage employees who can handle leadership positions within their departments.

Solution: With e-learning, training solutions can be intertwined with the process of recognizing high-achievers. Experiential exercises can be included within the training course, that can successfully ascertain the leaders among the set of learners.

They can then be further trained for additional or higher responsibilities with e-courses that share information on effective loyalty programs, managing accounts and stealth marketing to increase shop footfall.



G-Cube Case Study: G-Cube created a Simulation for Unilever sales team. The virtual environment presented them the situations and challenges that the sales team faces in reality. In addition to three separate stages, the simulation had a prominent 'Achievers' Board' where top performers were recognized. All three stages followed a 'forced learning' approach where the learners had to clear a stage with stipulated passing marks to move on. At the end of their tryst, their scores were calculated and leaders were featured in the 'Achievers' Board'. The simulation was an extremely effective way to train sales staff as well as identify top performers who could take on team leadership in future.



Conclusion

The Consumer Goods industry is one of the largest in the world but it is also fragmented and susceptible to constant change due to fluctuations in demand. Training in this industry is closely linked to its growth. But keeping in mind product diversification and the dynamically changing circumstances of the industry, trainings also need to be highly flexible. To live up to the unique requirements of the industry, e-learning provides solutions that can be easily created as well as disseminated. G-Cube has worked extensively with numerous players within the industry - across a wide variety of audience profiles and geographies. Our solutions are designed with a keen understanding of the industry. With the winning combination of instructional design and the most appropriate technology, we create learning solutions that are completely aligned to the industry needs and can be easily adapted across changing market conditions to enhance performance.

About G-Cube: G-Cube Solutions is a leading CMMi Level 3 e-Learning products and services company – with a global delivery and support footprint. Over the last decade, G-Cube has helped hundreds of customers worldwide and across diverse domains. G-Cube has the right mix of experience and expertise to provide tailor-made and company-specific solutions – rather than industry-specific solutions. The solutions are also flexible to meet the evolving needs of customers.

G-Cube's product portfolio includes our cutting edge WiZDOM Learning Suite, which comprises LMS, Virtual Class Room, Content Authoring Tool, Assessment Engine, and Skill Gap and ILT management systems. Content services include designing and developing custom e-courses, mobile learning, content localization, game-based learning, simulations, and consulting for curriculum design.

With its focus on innovation and 'Wowing' the customer, G-Cube has won various industry awards, such as the Deloitte Tech Fast 50 India Award for the last four consecutive years, Brandon Hall Awards for Excellence in Learning and Technology, the NASSCOM Emerge 50 Award, and the Apex Award for Publishing Excellence.

info@gc-solutions.net

WEB & Blog



www.gc-solutions.net



www.gcsolutions.net/blog/

SOCIAL MEDIA



/GCubeSolutions



/GCubeSolutions