

CONSUMER GOODS, FOOD AND BEVERAGE

Industry Insider

See how Cloudgaia tackles challenges in the consumer goods industry. From big-picture problems to the needs of a VP of commerce, Cloudgaia has it covered

Keep reading to see how Cloudgaia can help a VP of commerce at a global consumer goods company streamline operations to establish omni-channel continuity.



Cloudgaia supports consumer goods companies by optimizing engagement and operational efficiency using its customer engagement platform combined with Salesforce Agentforce.



Increase Operational Efficiency

Automate administrative tasks and integrate legacy systems with modern platforms. Reduce manual work, boost cross-functional collaboration, and accelerate time to market.



Make Data-Driven Decisions

Consolidate data from various sources into one real-time dashboard for actionable, AI-driven insights. Quickly adapt to market trends, optimize promotional strategies, and drive measurable improvements.



Enhance the Customer Experience

Unify digital and physical touchpoints to deliver consistent, personalized experiences across ecommerce and in-store channels. Enable customers to manage orders and service needs directly.

The Solution

Cloudgaia empowers companies to unify digital and physical touchpoints through its customer engagement platform, driving consistent and high-impact shopping experiences.

Drive seamless retail execution and maximize sales opportunities.

The Challenge: Many companies face in consistent retail execution caused by manual field processes, disconnected tools, and limited real-time visibility. The impact is clear: missed sales, weak shelf presence, and low compliance with in-store plans.

The Solution: Cloudgaia offers a unified mobile solution that enables field teams to plan, execute, and report store visits. Digital checklists streamline key tasks, while Agentforce's AI ensures execution quality and real-time alignment with headquarters.

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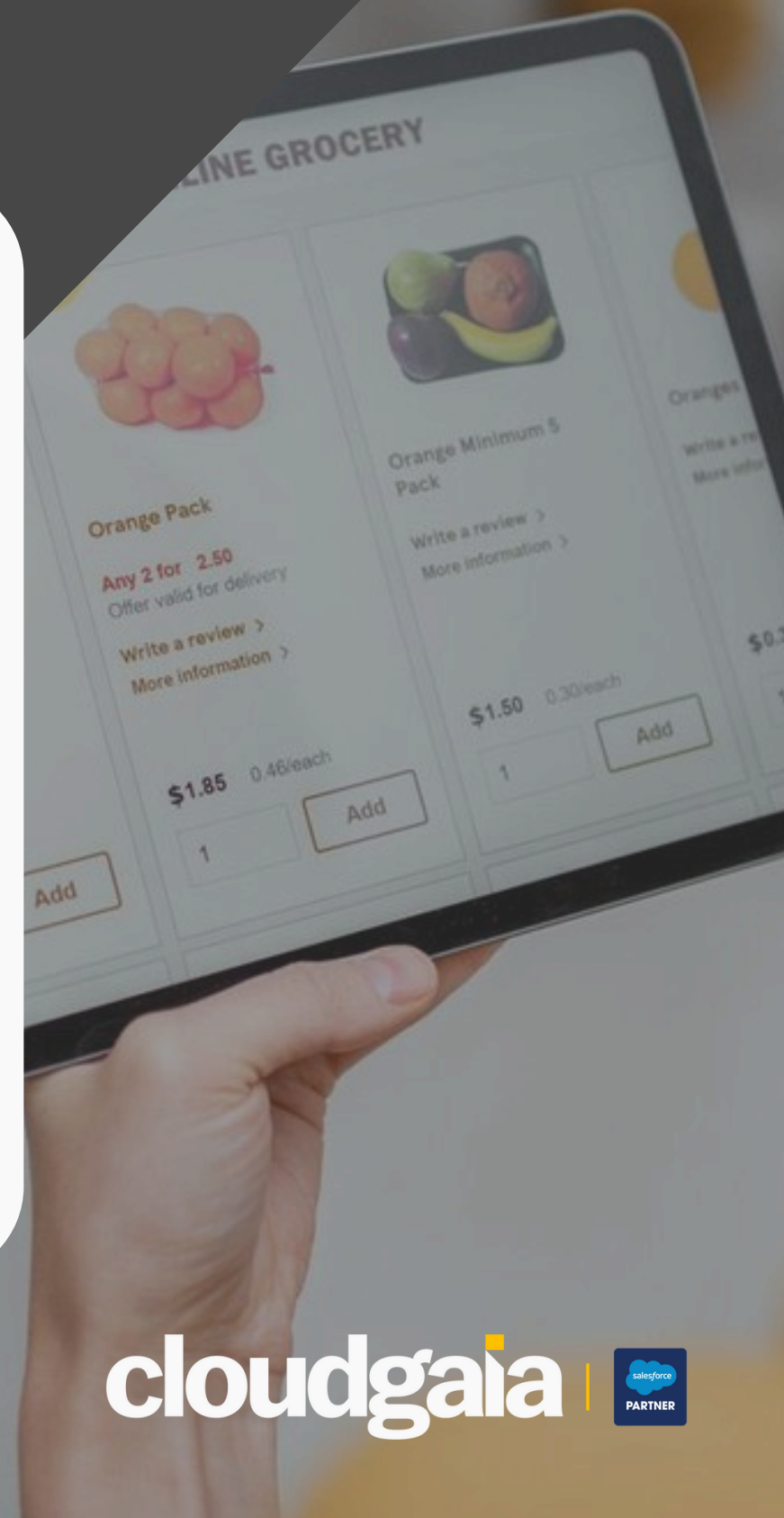
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Engage customers through their channel of choice.

The Challenge: Fragmented channel strategies often lead to disjointed customer experiences. Even small friction points can drive customers to competing brands.

The Solution: Cloudgaia's customer engagement platform delivers a fully integrated omni-channel experience by connecting web, mobile, social, in-store, and call center touchpoints into one cohesive framework. Powered by Agentforce, autonomous AI agents resolve issues in real time and adapt to customer needs through intelligent customization. This builds brand trust and increases conversion rates.



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The Solution

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Transform B2B sales operations with end-to-end digital order management.

The Challenge: In many large distribution businesses, B2B orders are still managed manually through phone calls, spreadsheets, or emails, resulting in pricing errors, approval delays, and inconsistent customer experiences.

The Solution: Cloudgaia enables end-to-end digital B2B order capture through a single intelligent platform. Sales reps place orders during client visits with real-time pricing, availability, and personalized promotions. Automated approvals ensure compliance, while Agentforce's AI flags margin risks. Thousands of orders are processed daily with zero manual effort, delivering speed, accuracy, and full visibility.

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The Solution

Cloudgaia empowers companies to unify digital and physical touchpoints through its customer engagement platform, driving consistent and high-impact shopping experiences.

Accelerate digital transformation and operational efficiency.

The Challenge: Organizations may lack the resources or expertise to integrate multiple platforms. This leaves them with patchwork solutions that prevent agility and growth.

The Solution: Cloudgaia's prescriptive approach leverages Salesforce's out-of-the-box functionalities. System integration, workflow automation, and Agentforce's AI-powered agents streamline operations and free up teams to focus on strategic initiatives.



150+
AI & Data
Certifications

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The Scenario

In this example, let's imagine how a VP of commerce at a global food and beverage company can partner with Cloudgaia to streamline digital initiatives and enhance the omni-channel customer experience.



Sarah Thompson
VP of Commerce

Sarah is in charge of digital transformation of her company's commerce platforms and processes. Her role demands balancing high-level strategic planning with hands-on project oversight, ensuring that every digital touchpoint is optimized for efficiency and growth.

Sarah collaborates closely with cross-functional teams from IT, sales, marketing, and supply chain. She relies on trusted technology partners to help her achieve her goals.

Her Goals:

- Deliver a consistent omni-channel experience
- Grow both the B2C and B2B revenue of her company
- Streamline operations for faster time to market and a better retail execution
- Enhance customer loyalty and retention

Her Challenges:

- Coordinating disconnected legacy systems and silos
- Managing multiple distributors and partners
- Meeting evolving customer expectations
- Having real-time visibility into omni-channel inventory to prevent stockouts and missed sales

Cloudgaia helps Sarah transform customer engagement by developing a platform that enables her to:

Power personalized omni-channel experiences.

By integrating data from web, mobile, in-store, and social channels, Cloudgaia's customer engagement platform gives Sarah and her team a unified view of every customer interaction. This enables them to deliver personalized, consistent experiences that drive loyalty.

Consolidate data for informed decision-making.

Cloudgaia consolidates data from ecommerce, CRM, and supply chain systems into one real-time dashboard. AI-driven analytics help Sarah's team spot trends early, forecast demand more accurately, and optimize promotions based on performance metrics.

Optimize field operations.

Cloudgaia gives field reps the ability to capture store conditions, track planogram compliance, and submit real-time updates via its mobile app. This allows for immediate corrective actions and gives reps more time to work with retailers on execution.

[Learn more about Cloudgaia](#)