

GPTify your RGM Stack

Learn how ChatGPT can help CPG companies accelerate adoption and reduce the time to build while increasing the speed to upskill.

The S curve of GPT impact on RGM

In the spirit of this whitepaper's topic, we asked ChatGPT—a generative AI language model that can create original content in response to a user prompt—how it would set the context.

Our prompt to the system:



How will ChatGPT help in enhancing RGM capability in a CPG organization?

ChatGPT response:



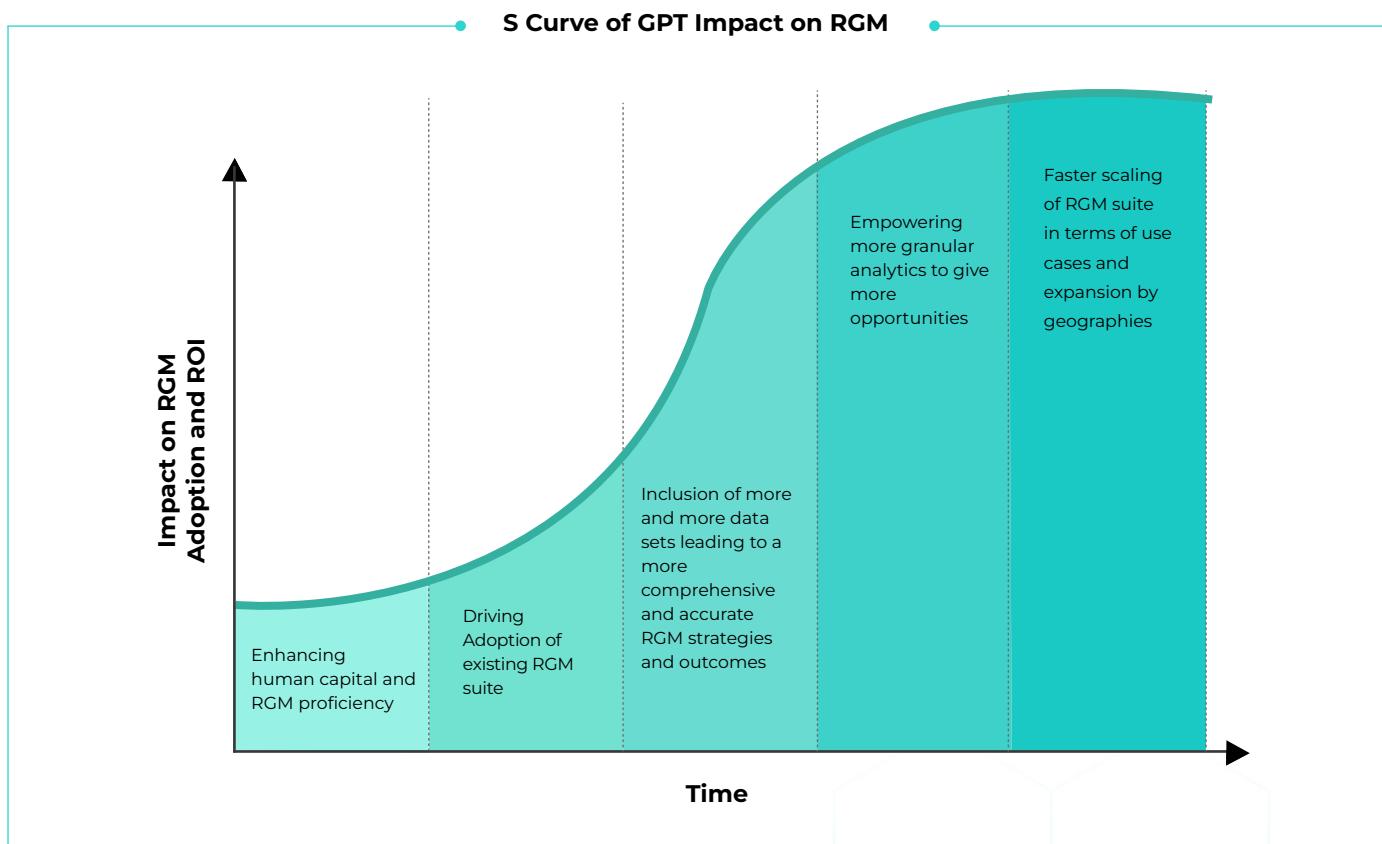
ChatGPT can help in enhancing RGM capability in a CPG organization in the following ways:

- **Providing expert advice:** As a chatbot AI system, ChatGPT can provide expert advice related to RGM strategies, pricing, promotions, assortment and trade optimization. This can help you to make informed decisions and develop effective RGM strategies.
- **Training and development:** ChatGPT can provide training and development to the workforce related to RGM strategies adoption. This will help the workforce to understand the importance of RGM and how to implement it in their respective roles.
- **Building and scaling tools:** ChatGPT can also help in building and scaling RGM tools and operations by providing insights and recommendations on the development of new RGM tools and operations.
- **Advanced analytics:** ChatGPT can provide advanced analytics capabilities using ML and AI to help in deriving granular insights for the ground teams to implement in the market. This can help in optimizing pricing, promotions, trade, and assortment to increase revenue growth.
- **24x7 availability:** ChatGPT is available 24x7, which means that you can access RGM insights and recommendations at any time. This can help you to make informed decisions quickly and efficiently.

Overall, ChatGPT can help in enhancing RGM capability by providing expert advice, training, development, building, and scaling RGM tools and operations, advanced analytics capabilities, and 24x7 availability.

This may not be perfect but isn't it overwhelmingly impressive?

As we go ahead, we would further analyze the impact ChatGPT will have on various aspects related to RGM and what we believe could be an S curve.



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How do we define RGM?

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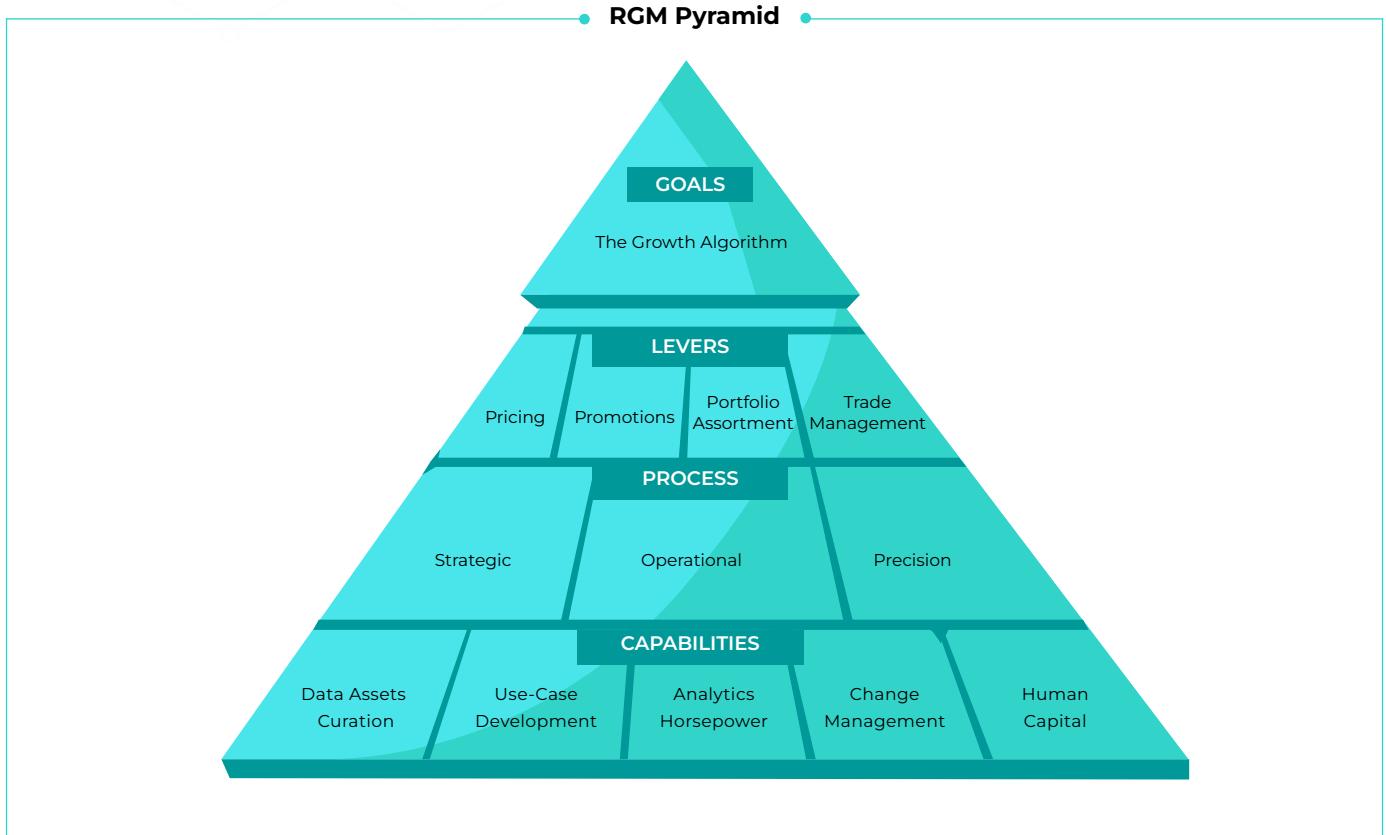
Hubble: An all-in-one RGM platform powered by GPT

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How do we define RGM?

In RGM, the practice continues to evolve through time, creating different perspectives for different organizations. Having partnered with clients to build

RGM capabilities globally for over a decade, we've consistently identified four fundamental layers of RGM practice.



Defining RGM Practice goals or purposes begins with the Growth Algorithm. When you define the levers for achieving the growth algorithm, you need to embed RGM Frameworks in the

processes that drive decision-making. Lastly, we have the capabilities that enable RGM to be scaled within various enterprise processes to support the execution of RGM.

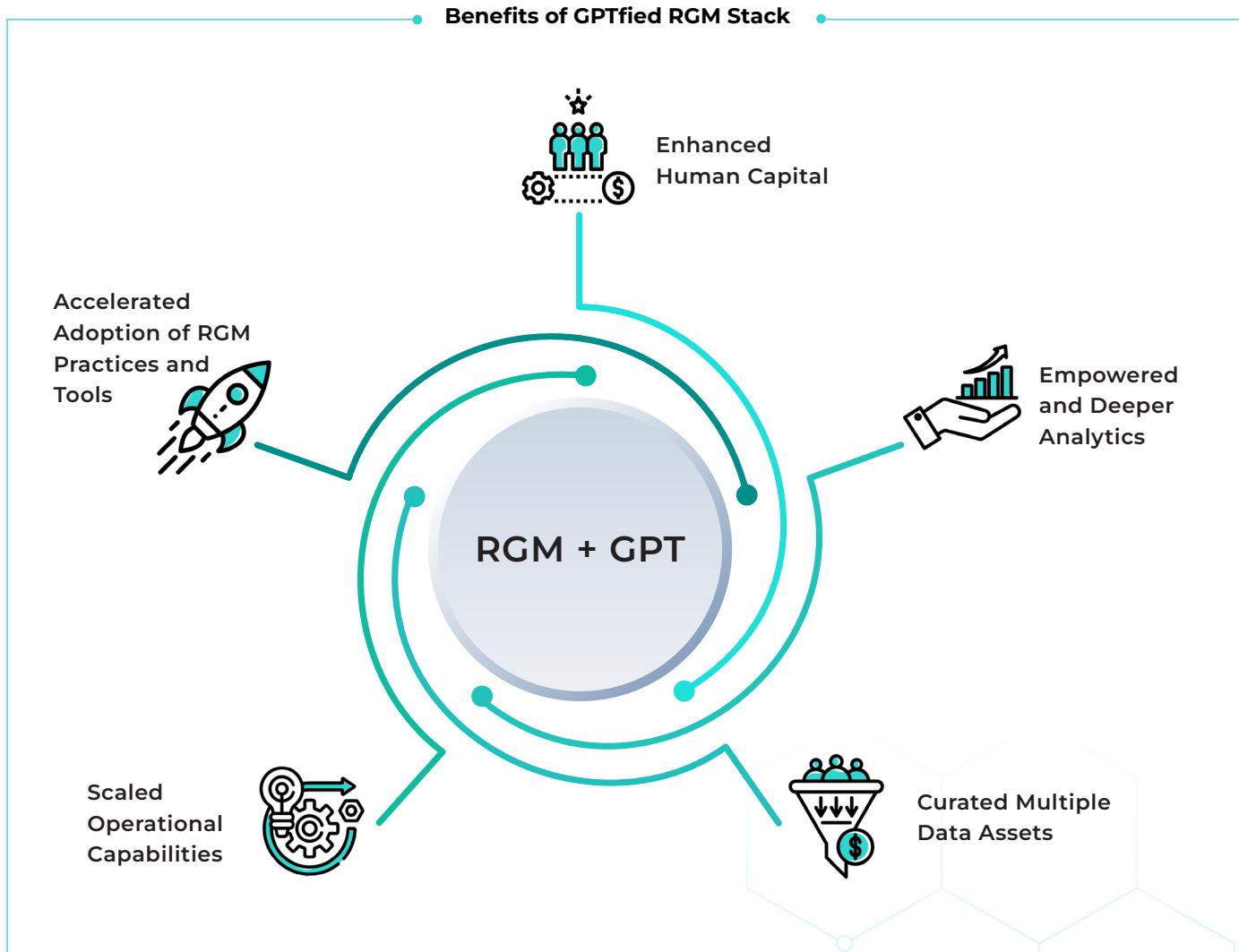
This whitepaper dives into detail about the capabilities. Scan the QR code for the whitepaper where we defined the RGM Pyramid.



Enhancing RGM Capabilities through GPT Integration

RGM tools are essential to an organization's success in reaching its goals. Therefore, their effectiveness can be determined based on their accuracy and adoption.

Incorporating GPT into RGM tools would lead to enhanced analytical capabilities, higher adoption rates, and enhanced operational capabilities. Consequently, RGM processes could be optimized and made more efficient, and valuable insights for data-driven decision-making would be generated.



Accelerate the Adoption of RGM Practices & Tools

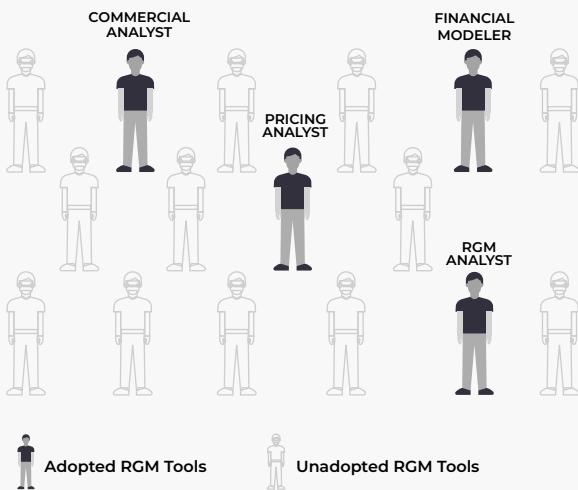
The success of RGM capability building at scale depends not only on data, centralized tools, and performance tracking, but also on top-level commitment, consistent communication, and a well-supported central team that coordinates and drives adoption across the organization.

Yet many organizations struggle with adoption.

Low adoption can be attributed to several factors, including the lack of a baseline of knowledge and a lack of experts who possess the necessary skills.

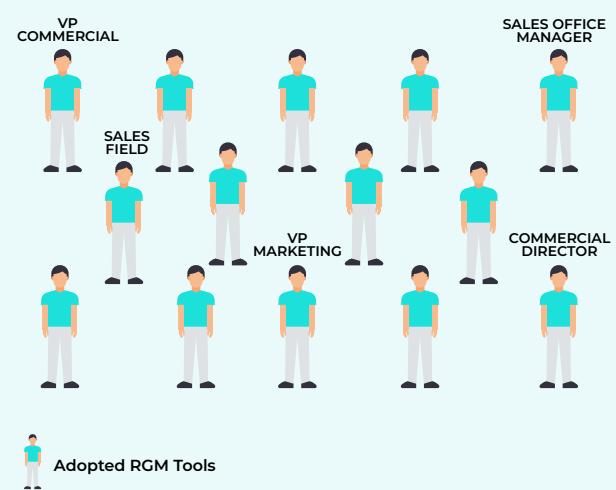
Accelerate the Adoption of RGM Practices and Tools

Before GPT



Adoption of the RGM tools is limited to specialized RGM Teams with no cross functional collaboration

After GPT



Higher adoption of the RGM Tools as cross functional teams can use RGM capabilities to drive data driven decision making

With the integration of ChatGPT into RGM strategies, companies will be able to develop custom training materials to assist employees in understanding and adopting the strategies. However, while powering the toolset, it would provide:

- An interface equipped with a high-end natural language processing engine, so it is easy to learn
- A capability to assess the question based on available data and interpret the context based on the previous inquiry
- 24x7 availability, reducing dependencies.



Enhancing Human Capital

Successful RGM teams work cross-functionally and use a common RGM-specific vocabulary and acronyms across departments. Developing cross-functionality helps maximize RGM capability building value as the entire organization aligns with the effort. It requires each team to have highly trained human resources, which can be expensive and time-consuming to build such a team.

With ChatGPT, companies can develop internal RGM talent by providing customized training and recommendations tailored to meet individual needs, thereby building up the internal RGM talent pool. By identifying skill gaps and providing tailored learning solutions. Additionally, the company can use it to support a Center of Excellence program within its organization.

Enhancing Human Capital

Before GPT



Specialized Knowledge



Higher Technical skill level required



Transmission of knowledge through workshops

It required specialization and Knowledge is imparted through training sessions and workshops which is often missed by people due to operational commitments

RGM Proficiency

After GPT



Generalized knowledge in easy-to-understand language



Lower Technical skill level required



Transmission of knowledge through 24x7 available chat app

Knowledge is shared through GPT trained apps in conversational form, which is easy to understand by all with a 24x7 availability of training materials, education content and guidelines



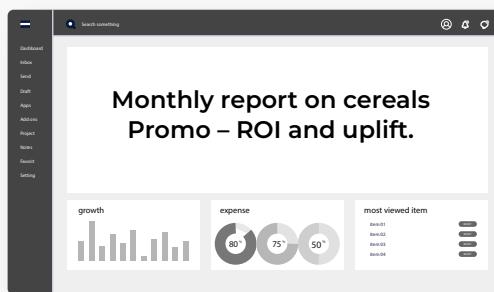
Empowering Analytics

RGM can enable companies to understand their consumers and shoppers at the granular level and translate that into insights for tactical execution guidelines. For example, tailoring store-level assortments to fragmented trade, often building multiple store segments based on shopper profiles. But these granular insights are time-consuming, infrequent, and costly.

RGM tools can be integrated with ChatGPT for forecasting, predictive analytics, and digging for opportunities at a granular level. In addition to analyzing historical data, ChatGPT can also use machine learning algorithms to forecast future trends and behaviors more frequently. Businesses seeking to optimize their RGM strategy and cost can benefit from this. This can provide significant value for pricing strategies, product development, and marketing campaigns.

Empowering Analytics

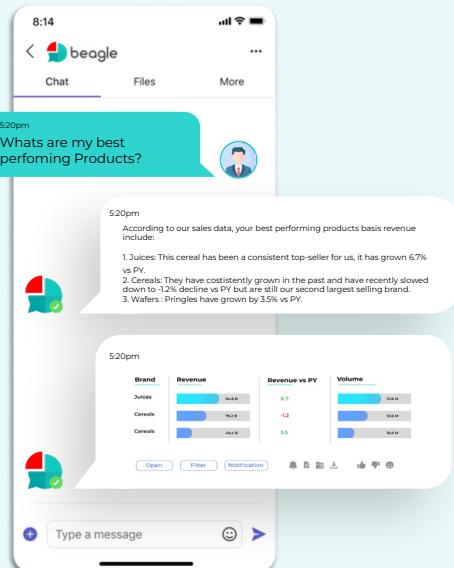
Before GPT



- » Information is generally consumed via Dashboards or PPTs

Most granular analysis aren't continuous and are limited to top line and a few double clicks which creates a lag in strategy to implement

After GPT



- » Proactive insights in form of nudges on a chat platform

All granular analysis are continuous that can power real time on ground implementation and feedback

Curating Multiple Data Assets

Rapid and user-friendly RGM technology is critical to effective RGM due to the complexity of omnichannel execution, the plethora of data sources, and the ever-increasing pace of market change. Most companies require 18 to 24 months to develop the capabilities necessary for success, and for some, a multiyear transformation journey.

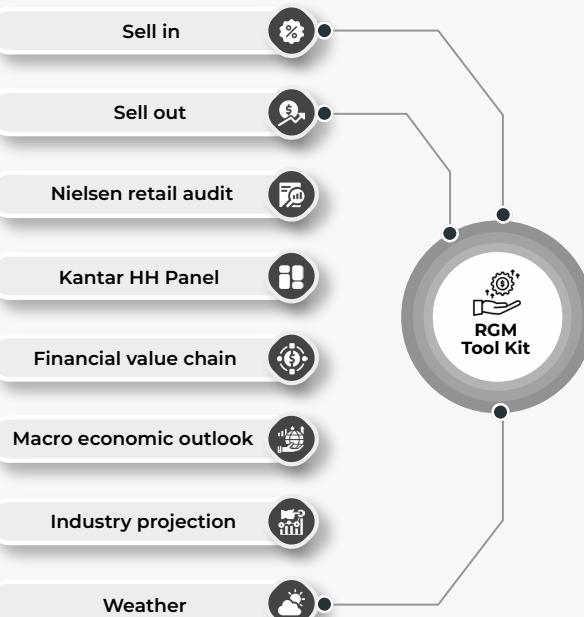
It is possible for ChatGPT to assist CPG organizations in building and curating trustworthy data assets.

By identifying inconsistencies, inaccuracies, and redundancies in the data, ChatGPT can enhance the accuracy of RGM analytics.

In addition, ChatGPT can enable automated data ingestion pipelines, automated data governance tools and more granular integration of data sources. So ChatGPT enables the inclusion of more data sources in RGM tools compared to earlier.

Curating Multiple Data Assets

Before GPT



Can pick and choose only high value data sources as time and cost is directly proportional to number of data sources

After GPT



Can use all the data sources as time and cost is not directly proportional to number of data sources

Scaling Operational Capabilities

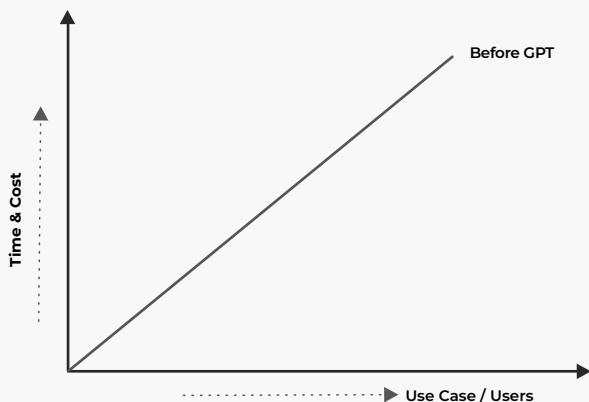
Organizations implementing RGM at scale can provide enterprise-wide muscle to manage, react to, and meet challenges such as rising inflation. Without this scale, the RGM effort will likely amount to a one-time initiative led by a few experts in central positions and leave companies vulnerable when new challenges arise. Limited operational capability due to lack of adoption and scalability can hinder the effectiveness of RGM strategies.

However, ChatGPT-powered tools can enhance operational capabilities due to advanced analytical capability and higher adoption. The ability to dive into the most granular data levels like stores x promo x SKU can make ChatGPT-powered tools relevant for frontline stakeholders. This can improve the efficiency of RGM information/query handling and reduce the workload of human resources required to scale RGM solutions.

ChatGPT can enable faster scaling of RGM solutions in terms of use cases and scaling of the user base.

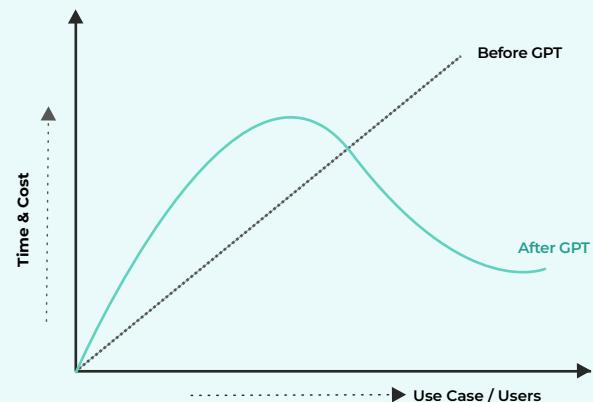
Scaling Operational Capabilities

Before GPT



Time and Cost are directly proportional to the number of use cases implemented. Thus, gaining an Operational Scale is both costly and time-consuming

After GPT



With GPT Time and Cost are expected to increase initially, but reach the Tipping Point faster and gain Operational Scale at lower cost & time as the number of use cases increases



Conclusion

As macroeconomic, market, retailer, and competitive landscapes continue to evolve and intensify, Next Gen RGM capabilities will become increasingly critical. With GPT-enabled AI tools, organizations around the

world have the opportunity to step up their RGM strategies at warp speed even beyond our current imagination!

GPT can transform CPG companies' RGM processes by addressing challenges such as:



Organization Proficiency



Use-case Scalability



Cross-functional collaboration



Cost and Time constraints

By leveraging AI-driven insights, personalized training, and seamless collaboration, organizations can develop a robust RGM framework that enhances:



Automate Complex Data Management



Generate personalized recommendations



Improve Predictive Accuracies



Accelerate Tool Adoption

Besides enabling CPG companies to compete in the market, GPT technologies will also ensure that their workforce can adapt to the constantly evolving business environment as part of RGM.



Microsoft A.I Partnership

Decision Point is a Microsoft Gold Partner with a proven track record of co-developing and delivering the most sophisticated and impactful AI solutions for our clients leveraging the Azure Data Analytics Ecosystem. Through our partnership, we have early access to the GPT libraries on Azure and are developing state of the art Next-Gen AI capabilities way ahead of our competitors.



Our Certified Solutions on Microsoft Appsource



Beagle



Growth
Explorer



Pricing
Analytics



Promo
Analytics



Demand
Planning



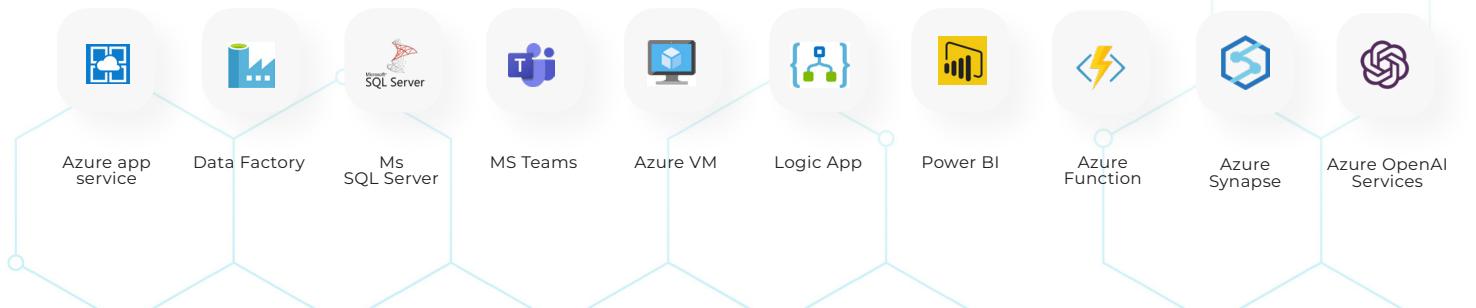
Executive
Dashboards



Awards for our AI Innovation



With more than a Decade of Experience in delivering impact, we've worked with various Microsoft Technologies like:





More from Decision Point



The RGM Treasure Hunt

The RGM practice is relatively new and continues to evolve with time. It feels a bit like the situation of the elephant and the blind men in a room, where everyone has a different perspective on what RGM is. We are evolving the RGM capabilities in a way that the value can be unlocked at every stage of the journey. With the great insights mentioned in this RGM eBook, you can begin your journey to becoming an RGM Leader.



Pricing Journey to Capture the RGM Treasure

To navigate the challenges of pricing in a VUCA-driven recessionary environment, this eBook provides insights and strategies to capture the RGM treasure. It outlines a three-step process with Insights-based Quick Wins on Price*Pack Architecture, Leveraging Shopper's Understanding & Pricing Scenarios Outcome to Expand Value Realization, and Building Dynamic and Personalize Pricing for a Competitive Edge. This eBook offers valuable insights and actionable strategies for companies looking to improve their pricing strategies and capture the RGM treasure.



AI Infused Data Engineering: Powered by ChatGPT

Integrating ChatGPT into the Data Harmonization process can provide a more efficient and effective solution for organizations. By automating and fast-tracking the process of data harmonization, it can help save time and resources and improve data quality and accuracy. This eBook will help you understand the process of unifying data from various sources, data mapping, and transformation using ChatGPT.





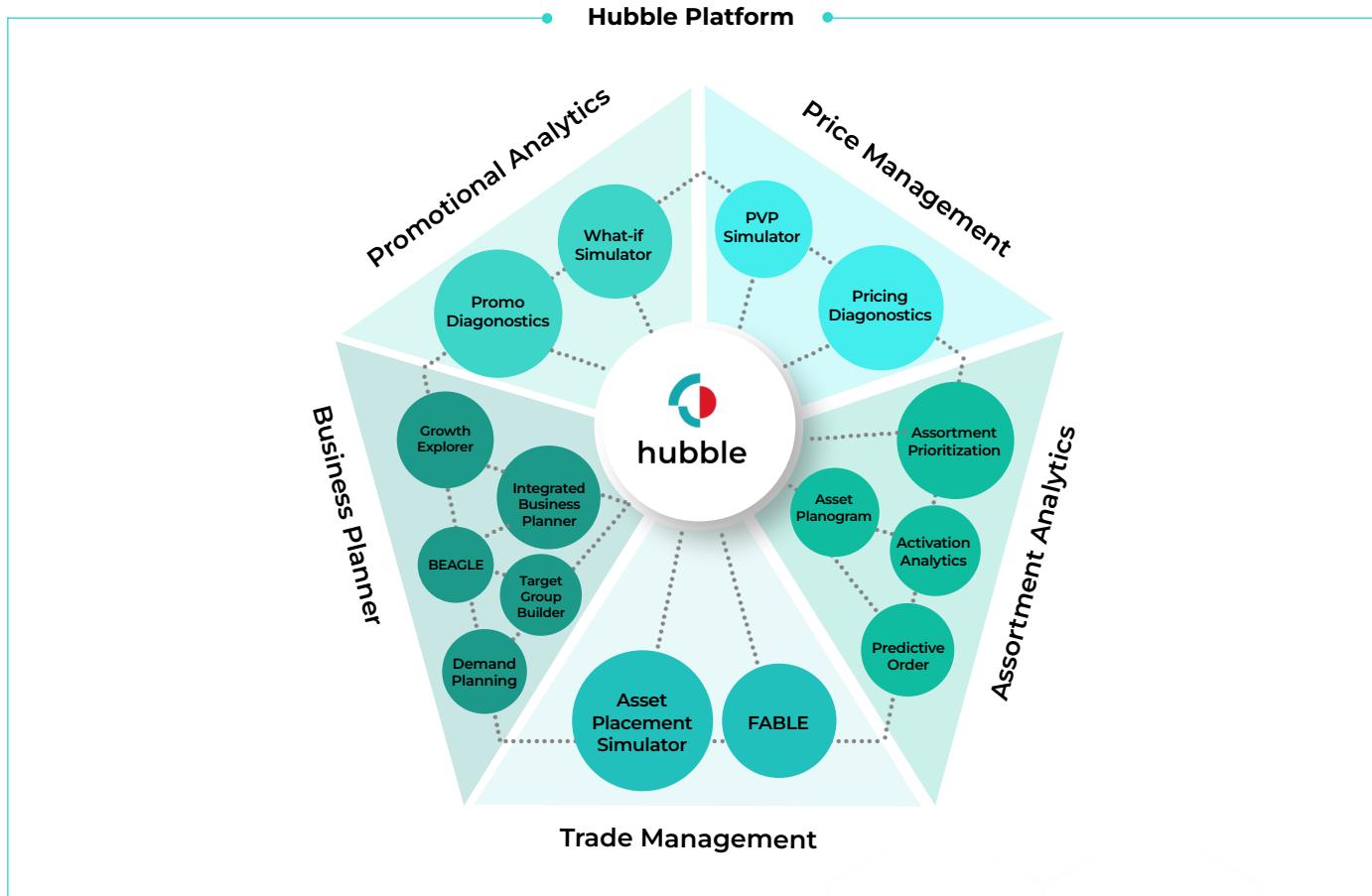
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Hubble: An all-in-one RGM platform powered by GPT

Hubble is a next-generation RGM platform that is ready-to-use and encourages cross-functional ownership and accelerates the adoption of RGM.

A powerful tool that has been custom-built to meet the unique needs of RGM professionals. With its holistic, granular, and dynamic approach, Hubble empowers RGM experts to ask questions, get real-time insights, identify opportunities and build shopper-centric portfolios based on various occasions.



We have worked with DP over the last 18 months, supporting us on our Promo Analytics capability...Their value creation goes beyond just the analytics, getting their team immersed with ours. Their flexibility, sharp talent and commitment to results make them a perfect partner in our RGM evolution.

Head RGM CoE,
Large Coca-Cola Bottler

Decision Point has delivered more value than any other firm we have worked with on our RGM journey and are the ideal partners to deliver the end-to-end transformation that is so critical in succeeding with RGM.

Director RGM
& Digital Transformation
Leader - Fortune 500 CPG



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Decision Point is a leading Global RGM Think Tank, offering a broad range of platforms and end-to-end solutions for CPG clients. We are a company with over a decade of unmatched experience and specialized capabilities within RGM underpinned by the value of delivering the best-in-class analytics solutions. We own the success of our clients by providing Full Stack RGM capabilities that truly drive enterprise transformation and provide a flexible engagement model to suit our client's needs and budgets. We have served over 20+ clients, across North America, Latin America, Europe, Africa, and Asia in markets with diverse maturity levels and business dynamics.

For more information, visit us: <https://decisionpoint.ai/>
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