

THOUGHT LEADERS ROUNDTABLE



Illustration: ©Stockphoto.com/Richard Lewis (microscope man) and Tomasz Tejnowski (two shoppers) and Eliso Hair-Cutis

GETTING TO CONSUMER-CENTRIC

ARE WE WALKING *the* TALK?

Plus:
A New GMA / FPA Study
Of Shopper Marketing Today

THIS ISSUE'S QUESTION:

"In your opinion, have a majority of CPG and/or retail companies now achieved their stated goal of becoming "consumer-centric?"

Why or why not?

If not, which of the issues below (or identify your own) is the key remaining roadblock, and what should be done about it?

1. Habit/ organizational inertia (the "turning-the-big ship" problem)
2. Complexity
3. Cost
4. Technology (i.e., not yet sufficiently advanced)
5. Mindset

Here's what this issue's thought leaders say ...



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Being *philosophically* consumer-centric is different than being *functionally* consumer-centric.

We assume that the philosophical inclination is there. We observe that it is the functional piece that leads to the ongoing consumer-centricity gap.

In our experience, CPG / F&B companies have simply not invested in technology that gives them a closed-loop capability to move from consumer insight to product requirements to product specifications to specification-driven manufacturing execution.

There are multiple manual interventions and information transpositions in the system today. Information is lost, or it loses its consumer-relevance along the way. Errors creep in and lead to variance from target quality.

In the end the consumer experiences a product that does not hit the sweet spot.

It is "off-center".

Consumer-centricity implies an imperative to close this gap. ■



SIEMENS