



埃森哲助力太古可口可乐实现增量收入增长

ACCENTURE SUPPORTS SWIRE COCA-COLA IN DRIVING INCREMENTAL REVENUE GROWTH

视频文稿 VIDEO TRANSCRIPT

过去十年，中国消费市场的规模和消费者购买力都呈倍数增长，但不少消费品企业并没有完全吃到红利。

Over the past decade, the size of China's consumer purchasing power and market has grown exponentially. But some consumer goods companies haven't fully reaped the benefits.

太古可口可乐作为行业巨头，面对不断变化中的市场和消费者，始终积极寻找可以获得更快增长的方法。

Swire Coca-Cola, a bottling giant serving the everchanging Chinese consumer market, is always seeking new ways to grow faster.

郑志良：作为饮料市场的领先企业，太古可口可乐一直坚持在入市途径、市场执行和数字化方面的投资，我们深信可以通过推动数据利用来打造竞争优势。随着太古可口可乐业务数字化进程的不断推进，企业内部和外部的数据量持续增长，数据的颗粒度也在不断细化。我们一直在找寻方法能够进行更有针对性的市场投资，以此来实现最佳投资回报率。

Ben Cheng: As a leading beverages player in a dynamic beverages market that continually invests in our Route-to-Market, In-market execution and digitalization, Swire Coca-Cola believes in driving the use of data to create a competitive advantage. With the increasing volume and granularity of both internal and external data that comes with the digitalization of our business, we are always looking for opportunities to become more targeted in our market investment, that drives the most optimum ROI.

韋道明：我们研究了全球不同市场的各种解决方案。其中，拉丁美洲瓶装可乐厂采用的埃森哲智能收入增长解决方案让我们眼前一亮。该方案可以从数据中挖掘洞察，并基于此进行有针对性的投资和细分执行。我们决定携手埃森哲在中国市场的两个省份先行落地试点这个方案。

Dominic Wheeler: We looked at different solutions in different markets around the world and was particularly impressed with Accenture's Intelligent Revenue Growth work with Bottling Groups in Latin America, which derived insights from data that allowed for targeted, segmented execution and investment, that would drive incremental revenue growth. We decided to partner with Accenture and pilot this approach in 2 of our bottling territories in the China Mainland.

埃森哲抓取了太古可口可乐的业务系统内海量销售数据，与外部数据整合，将其置于埃森哲应用智能平台上，建立数据模型，比对历史数据，进而通过人工智能、机器学习等技术不断优化，根据模拟结果，从而提供更智慧精准的通路营销费用投放建议，以及最为契合的营销活动洞察。

The solution captures massive sales data from Swire Coca-Cola's business systems and integrates external data, feeding into the Accenture Applied Intelligence Platform. We then built a data model for analysis and compared it with historical data. Using machine learning and artificial intelligence, we optimized our calculation and analysis. The simulations help us generate the most relevant marketing campaign insights and suggest more sophisticated trade spending.



郑志良：携手埃森哲，我们一起将历史销售业绩和采取的市场活动，结合每个销售点会影响消费者行为的外部因素，来推断各个销售网点的销售潜力，并明确在何处投资以及在哪些方面投资，从而优化我们的投资回报率。

Ben Cheng: Together with Accenture we piloted a methodology where we correlated historical sales performance with both our own market activities, and with the effects of external Points of Interests which would affect consumer behaviour in each of our outlets. Based on this we were able to extrapolate the potential of our outlets, and identify where to invest, as well as what to invest in, in order to optimise our return on investment.

目前，埃森哲与太古可口可乐在5个省份落地的项目合作覆盖了百万家销售点。项目实施半年来，所有执行网点的销售增长率较平时均高出2倍以上。So far, Accenture and Swire Coca-Cola have launched the program across 5 provinces, covering more than one million points of sale. During the first half year of project implementation, the points of sale that used the Intelligent Revenue Growth solution doubled their average growth rates.

其中，某著名景区门口的销售点在采纳埃森哲建议后，销量在第二个月更是增长了5倍之多。In fact, one of our retailers located at the entrance of a landmark scenic area increased sales by five times in just two months.

韋道明：通过与埃森哲在智能收入增长管理（iRGM）项目上的合作，太古可口可乐还培养了“基于数据的决策”文化，同时，我们还加强了数字和业务团队的数据分析能力。目前，这一试点项目已推广至更多的省份，我们看好并期待与埃森哲的进一步合作，通过数据利用这一竞争优势，为我们的业务锦上添花。

Dominic Wheeler: Through the collaboration with Accenture on the Intelligent Revenue Growth Management, or iRGM, project, Swire Coca-Cola was also able to instil a culture of “Data Enabled Decision Making” and enhance the Data Analytics capabilities of our Digital and Business Teams. The initial pilot has since been extended to more Operating Units in China, and we look forward to continuing our collaboration with Accenture to further add value to our business by leveraging Data as a competitive advantage.

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