



Colingo – Commercial excellence platform

Understand. Serve. Engage.

Background

Consumer businesses today are in a period of flux. The rise of the consumer, pricing pressures, advancements in mobile technology, and the advent of a truly global economy have introduced new challenges and opportunities to the industry.

The last 10 years has seen the balance of power shift significantly in the consumers' favour. They are more sophisticated, more vocal, more mobile, more global and more demanding.

However, for those businesses who can get it right the world is their oyster. The rise of scientific retailing and global buying strategies have accelerated the need for consumer goods manufactures to adapt to retailer needs.

Introducing Colingo

Colingo, developed by Deloitte, uses salesforce.com and cutting edge mobile technology to provide an intelligent and dynamic approach to these problems.

Through combining sales, service and marketing clouds you will be able to access a rich layer of business intelligence that sits above and replaces certain sales functions from your existing ERP system.

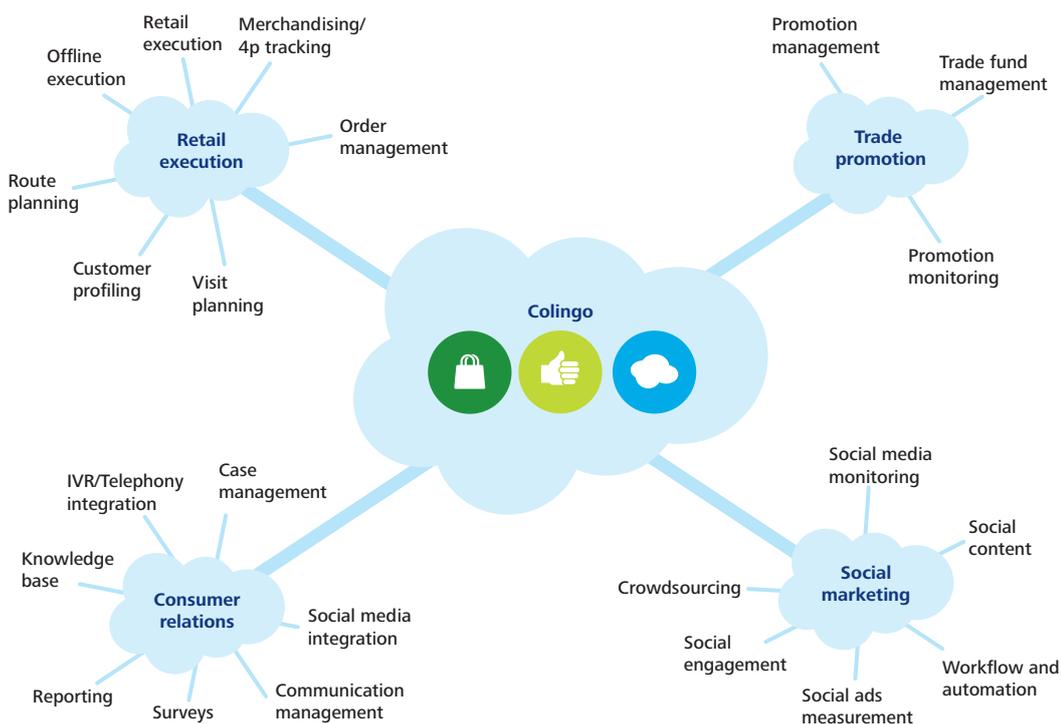
Built on a cloud platform and delivered through an Agile methodology, Colingo will allow you to see what's going on in your business and react quickly to changes.

Colingo
[koh-ling-goh]
noun

1. A product that brings companies and customers together
2. Speaks the language of the consumer

Origin

Triumvirate of meaning: 'Coligo' (Latin for bringing together), 'Co' – abbreviation of consumer and 'Lingo' meaning language.



To view a video with further details of Colingo's capabilities, please scan your QR-enabled device here



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For more information

For more information on Colingo, its functionality and how it can support your business, please contact:

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About Deloitte's Consumer Business practice

The Consumer Business practice at Deloitte comprises of over 1,000 affiliated people drawn from across our four key service lines of Audit, Tax, Corporate Finance and Consulting within the UK and 10,000 professionals globally across 153 countries. Our specialist teams focus on providing multi-disciplinary, industry specific solutions which address the major issues facing our Consumer Business clients.

Within the UK our teams work with some of the world's best known brand owners, retailers and travel, hospitality and leisure companies as well as having close working relationships with several key industry bodies.

About Deloitte's Consulting practice

The Consulting practice at Deloitte has deep expertise and a broad spectrum of service offerings that enable us to provide high value business advice on a range of issues, from strategy through to implementation. Our consultants have valuable expertise in market analysis, organisational design, operational performance improvement, performance measurement, risk management and project and change management, both in improving business performance and shareholder governance.

With over 250 professionals in our Customer practice we are one of the UK's leading and most distinctive providers of customer-centric business solutions. Our holistic pragmatic approach helps organisations to maximise the return on their customer investment by aligning spend with value. Focussing on sales, service and marketing we deliver solutions that help our clients maximise the value of their customer relationships.

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