

# Digital Evolution in the Consumer Industry: A Path to Growth

## Executive Summary

The global consumer industry is undergoing a significant transformation driven by technological advancements and shifting consumer expectations. Digital transformation is no longer optional; it is a critical factor for businesses aiming to remain competitive and relevant. This brief white paper explores an example of the essential elements of digital transformation in the consumer goods sector, highlighting how tailored digital solutions can facilitate this transition and enhance operational efficiency, customer loyalty, and overall business performance.

## Introduction

As consumer preferences evolve, businesses in the consumer industry must adapt to meet new demands. The rise of e-commerce, social media, and mobile technology has reshaped the landscape, compelling companies to rethink their strategies. In the era of omnichannel consumption, challenges such as data silos and inconsistent customer experiences persist. The rise of diversified payment options adds financial complexity, while social platforms can dilute customer loyalty.

Additionally, rising traffic costs and declining conversion efficiency create further hurdles. Traditional retail models are increasingly pressured by digitally native competitors, highlighting the need for adaptation and innovation.

Digital transformation is key to addressing these challenges and unlocking new opportunities in a rapidly changing market. This paper shares how we help global leaders in sectors such as retail, food and beverage, apparel, sporting goods, and others to achieve success by enabling real-time data analytics to understand consumer behavior, enhancing supply chain visibility through advanced tracking systems, and facilitating direct-to-consumer sales channels that improve engagement, and more.

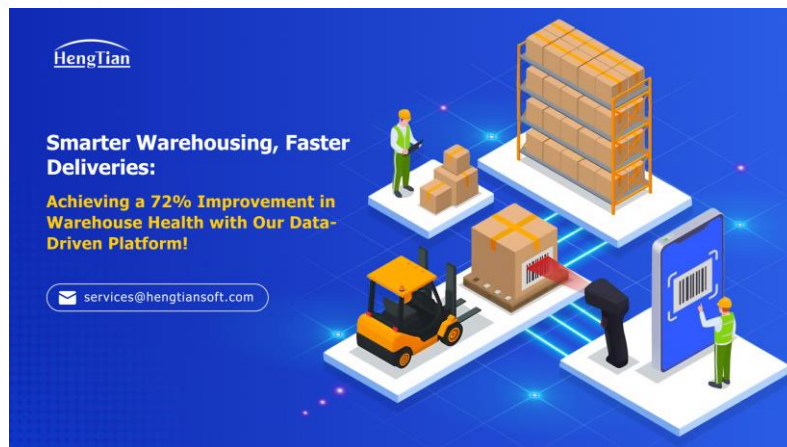
## Success Cases in Consumer Industry

### ➤ Intelligent Replenishment and Sales Forecasting

Leveraging advanced digital tools, we assist Fast Moving Consumer Goods (FMCG) enterprises in establishing a scientific and sustainable visual supply chain scenario optimization and analysis solution. This helps clients achieve precise stock distribution, optimize replenishment plans, manage shelves scientifically, and formulate mutually beneficial replenishment decisions with the aid of profit forecasts.

We have successfully developed multiple supply chain platform projects for a globally renowned **Fortune 500 sporting goods manufacturer**, optimizing various aspects of the supply chain. We provide large-scale data services to their national distributor stores, comprehensively **enhancing the precision of the entire supply chain business model**, significantly improving efficiency and customer satisfaction.

Since our collaboration, the health of the client's warehouse inventory has improved by 72%, significantly reducing overstock and stockouts, and ensuring smoother cash flow. Additionally, the **on-time delivery rate of client orders has increased by 64%**, greatly enhancing customer trust and satisfaction.



### ➤ Customer Loyalty Engine

The Customer Loyalty Engine manages membership levels, member benefits, rewards, and activity incentives by configuring rules. This engine abstracts user experiences such as purchasing products, redeeming points, gifting between friends, and participating in brand-organized activities into a "behavior pattern." Based on the reward formulas configured in the rules, it automatically calculates and distributes rewards and benefits to members.

It has been successfully implemented by **a globally renowned coffee brand**, enabling the client to continuously enrich consumption scenarios from offline to online, **enhance customer acquisition, optimize member benefits, and consistently deepen customer loyalty.**

### ➤ Intelligent Cycle Purchase System

For an **innovative dairy product client**, by utilizing prepaid cards combined with a recurring delivery service model and also providing flexibilities for users to manage delivery plans. Users can set, edit, or pause delivery plans at any time based on their prepaid card balance; merchants can receive payment in advance, alleviating financial pressure, and predict fulfillment capability ahead of time, thereby optimizing operations in the private domain traffic of social media.

Within one year after the platform went online, **the total sales of prepaid cards achieved a 500% growth.**

### ➤ Flexible Employee Benefits Platform

Leveraging our one-stop corporate benefits procurement and management solution, we helped a **globally renowned luxury brand** quickly build a comprehensive e-commerce platform for internal sales events.

By offering targeted discounts to employees and their families, integrating functionalities such as employee management, points management, and one-stop ordering, shipping, and returns, this closed internal ecosystem not only helps to **consume excess inventory of off-season products, improve turnover efficiency, preserves the brand image**, enables the client to achieve high satisfaction at low cost while fostering a caring workplace environment.



### ➤ Intelligent Payment Reconciliation Solution

In another example, we helped the retail businesses reconcile various channels and payment methods, making financial tasks more efficient, reducing reconciliation errors, and facilitating financial control with clear visibility into financial details.

A customized financial settlement solution has been successfully developed for a **Fortune 500 restaurant**, helping the client rebuild their sales and promotion accounting systems. This enables the client's **financial settlements to achieve 100% efficiency and accuracy**, strongly supporting the continuous growth of the client's business.

## Conclusion

Digital transformation is essential for success in the consumer industry. By adopting digital solutions, companies can enhance customer experiences, streamline operations, and foster innovation.

Embracing this transformation not only positions businesses for growth but also ensures their relevance in an increasingly digital marketplace.

Is your consumer business ready for a digital transformation? Contact us today to discover how our customized solutions can help your company navigate this journey and achieve strategic objectives.

## About Hengtian

In 2004, Hengtian was established with the vision of bridging the real and digital worlds with professional and reliable technologies and products, and driving innovation and revolution of business models. As an alliance of State Street, Zhejiang University (A Top Three University in China), and Insigma (a Leading IT Public Company in China).

We offer one-stop technology services and tailored digital solutions across various industries especially in finance, healthcare, new retail, and green energy. Based in China with over 2,500 employees, we provide services worldwide. We are headquartered in Hangzhou, with branches in Shanghai and Hefei in China and Boston in the U.S. So far, we have provided services to over 600 clients worldwide, among which, nearly 100 are Fortune Global 500 companies or industry leaders. We have built long-term relationships with State Street, China Foreign Exchange Trade System, Shanghai Clearing House, ICBC, Cisco, among many others.

For more information about Hengtian, visit [en.hengtiansoft.com](http://en.hengtiansoft.com).



+86 571 8827 0208 (China)  
+1 781 454 7715 (US)

[en.hengtiansoft.com](http://en.hengtiansoft.com)

[services@hengtiansoft.com](mailto:services@hengtiansoft.com)

[linkedin.com/company/hengtian](https://www.linkedin.com/company/hengtian)

+86 189 6912 6067

**HengTian**