

Our tools - engageAssess™

engageAssess™, our powerful web-based management tool, is designed specifically for the consumer goods industry. engageAssess™ helps companies understand the performance of their business in granular detail, identify the root causes for this, and create plans to improve performance in the future.

This is done through an evaluation of marketing, trade marketing and sales activities in two dimensions:

- A benchmark against best practice which identifies the areas in which performance could be improved and;
- An assessment of how well these activities are enabled.

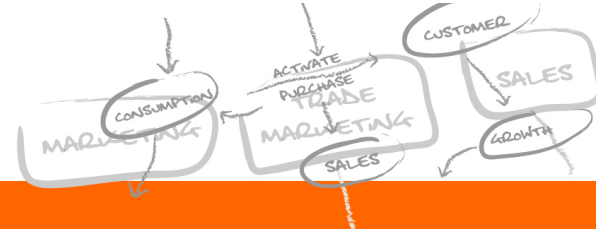
Over 150 discrete activities are evaluated - our powerful questionnaire builder targets relevant questions to all team members which they answer online in their native language. This creates vast banks of granular data which are then analyzed to identify and prioritize opportunities to enhance commercial performance.

engageAssess™ is fast, comprehensive and precise, making it a time and cost effective management tool for consumer goods companies.



[Click here to download more information on engageAssess™ \(PDF: 1.2MB\)](#)

engageAssess™ is the only tool available globally that supports this prioritization based on detailed granular data without demanding massive investment in time and money



	Consumers	Shoppers	Channels	In-store marketing	Customers
Insight	Consumption drivers and trends	Purchase drivers	Channel dynamics and trends	POP dynamics	Customer and distributor drivers and trends
Strategy	Portfolio and brand strategy	Shopper strategy	Channel strategy	In-store blueprints	Key customer and route-to-market strategy
Investment	Brand investment framework	Shopper investment framework	Trade investment framework	Trade investment framework	Trade investment framework
Annual plans	Brand plans and forecasts	Shopper plans and forecasts	Channel plans and forecasts	In-store activity plan	Customer and distributor plans
Budgets	Brand expenditure budgets	Shopper expenditure budgets	Channel expenditure budgets	In-store activity budgets	Customer and distributor budgets
Execution	Product and ATL execution	Path-to-purchase execution	Channel plan execution	In-store marketing execution	Selling and negotiation
Review	Review execution and portfolio and brand strategies	Review execution and shopper strategy	Review execution and channel strategy	Review execution and progress towards blueprints	Review execution and customer and route-to-market strategies

engageAssess™ analyses over 150 activities throughout the entire commercial organization