



Streamline your planning, execution and analysis

Improve and execute your assortment, pricing, promotion and trade management strategies. Whether you're in the retail or foodservice industry, TELUS Consumer Goods has integrated solutions that can help provide visibility and support across your entire sales journey, so you plan smarter, execute more efficiently, drive revenue and increase your margins.



RGM Analytics and Shopper Insights

Predict and measure retail product performance

Determine when, where and why a product sells to help improve brand equity, expand penetration and boost your profit. Revenue Growth Management Analytics and Shopper Insights solutions help you understand and quantify consumers' needs, wants and behaviors, taking the guesswork out of your go-to-market strategy.



Trade Promotion Excellence

Improve every aspect of your trade promotions

Create the right promotions for the right customers with better planning, optimization, execution and analysis tools. Our TPx solutions help manage trade spend, increase efficiency and provide insight into where promotional efforts offer the most benefit for the business.



Supply Chain Management

Improve and simplify logistics from end to end

Find efficiencies, automate routine tasks and spend more time creating value with solutions designed to make your business run seamlessly. Maximize your capabilities by integrating multiple Supply Chain Management solutions to create better visibility, control and collaboration across your entire value chain.



Sales Enablement & Retail Execution

Help your teams sell smarter

With more visibility into your business and the power to act immediately, your teams can focus on the activities that can help you yield the highest value at the shelf or with your foodservice customers. Sales Enablement and Retail Execution solutions support and connect your teams, enabling better communication and help you make more informed decision making.

Solutions to let you work smarter not harder

Our unmatched product portfolio supports your end-to-end CPG sales journey, whether you're in retail or foodservice. Find out how our solutions can help your company.



Get in touch with one of our experts today to learn how TELUS Consumer Goods can help your business succeed. Scan the QR code to learn more.

telus.com/ConsumerGoods