



## ***Maya / The Brand Manager***

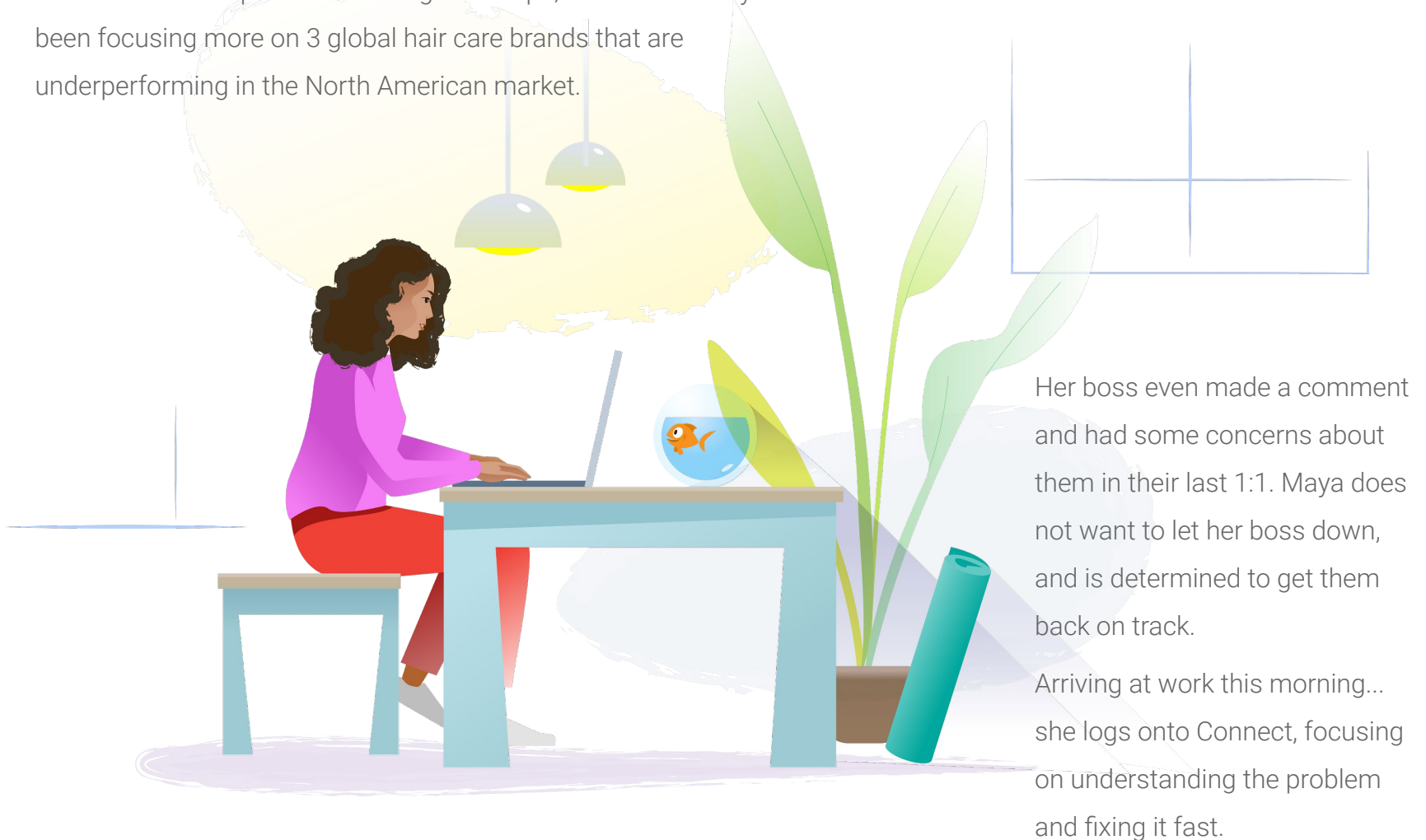
Meet Maya...

A 32 year old Sr. Brand manager at a large consumer product company. She has been at her job for three years, and recently....just received a promotion.

She loves her job, works out almost every day after work, and has an adorable puppy eye jack russell terrier named Scraps.

**9:01<sub>AM</sub>**

Maya is in charge of a portfolio of several product brands, and while most of her products are in good shape, she has recently been focusing more on 3 global hair care brands that are underperforming in the North American market.



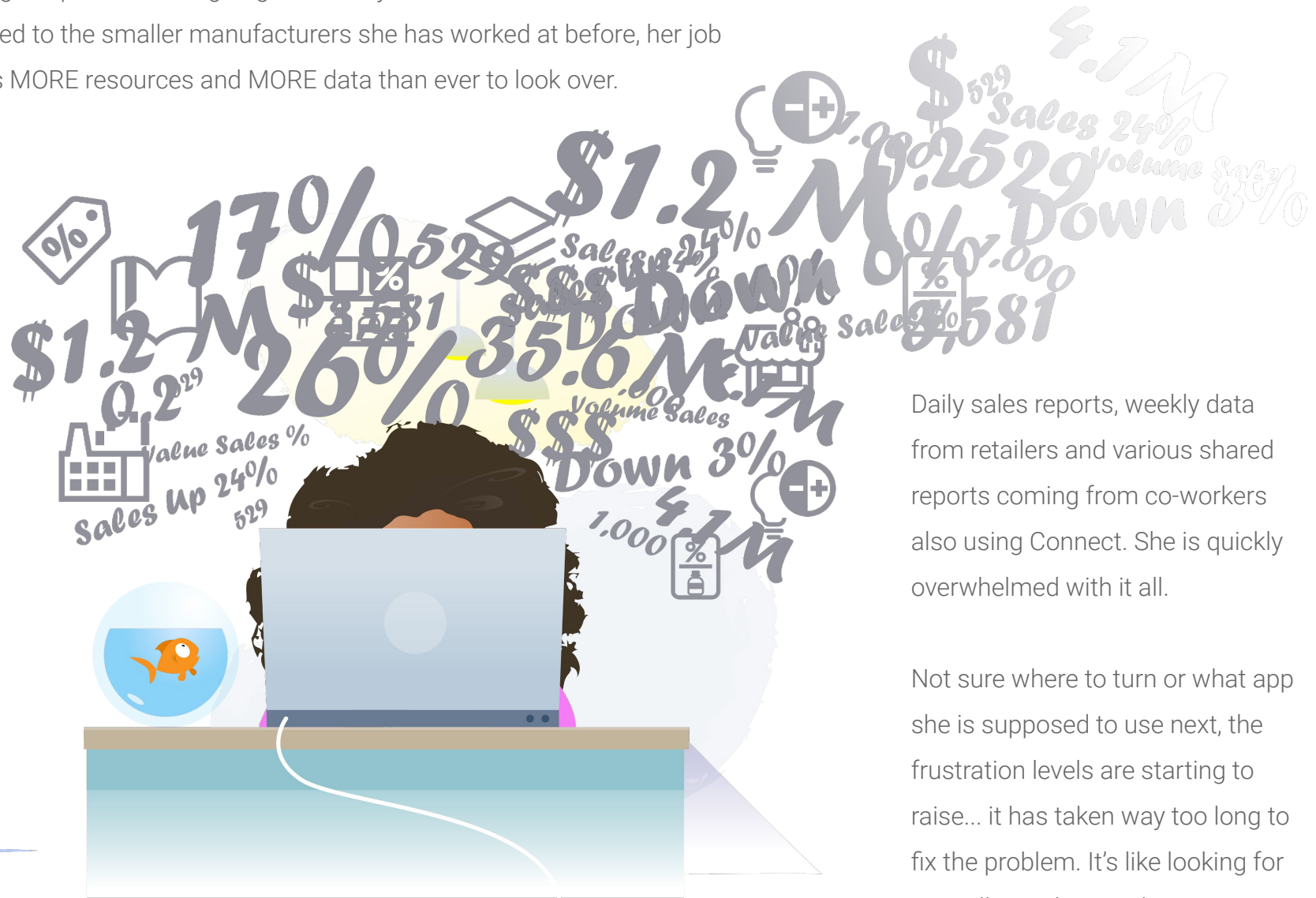
Her boss even made a comment and had some concerns about them in their last 1:1. Maya does not want to let her boss down, and is determined to get them back on track.

Arriving at work this morning... she logs onto Connect, focusing on understanding the problem and fixing it fast.

1:35PM

But fixing the problem isn't going to be easy.

Compared to the smaller manufacturers she has worked at before, her job now has MORE resources and MORE data than ever to look over.



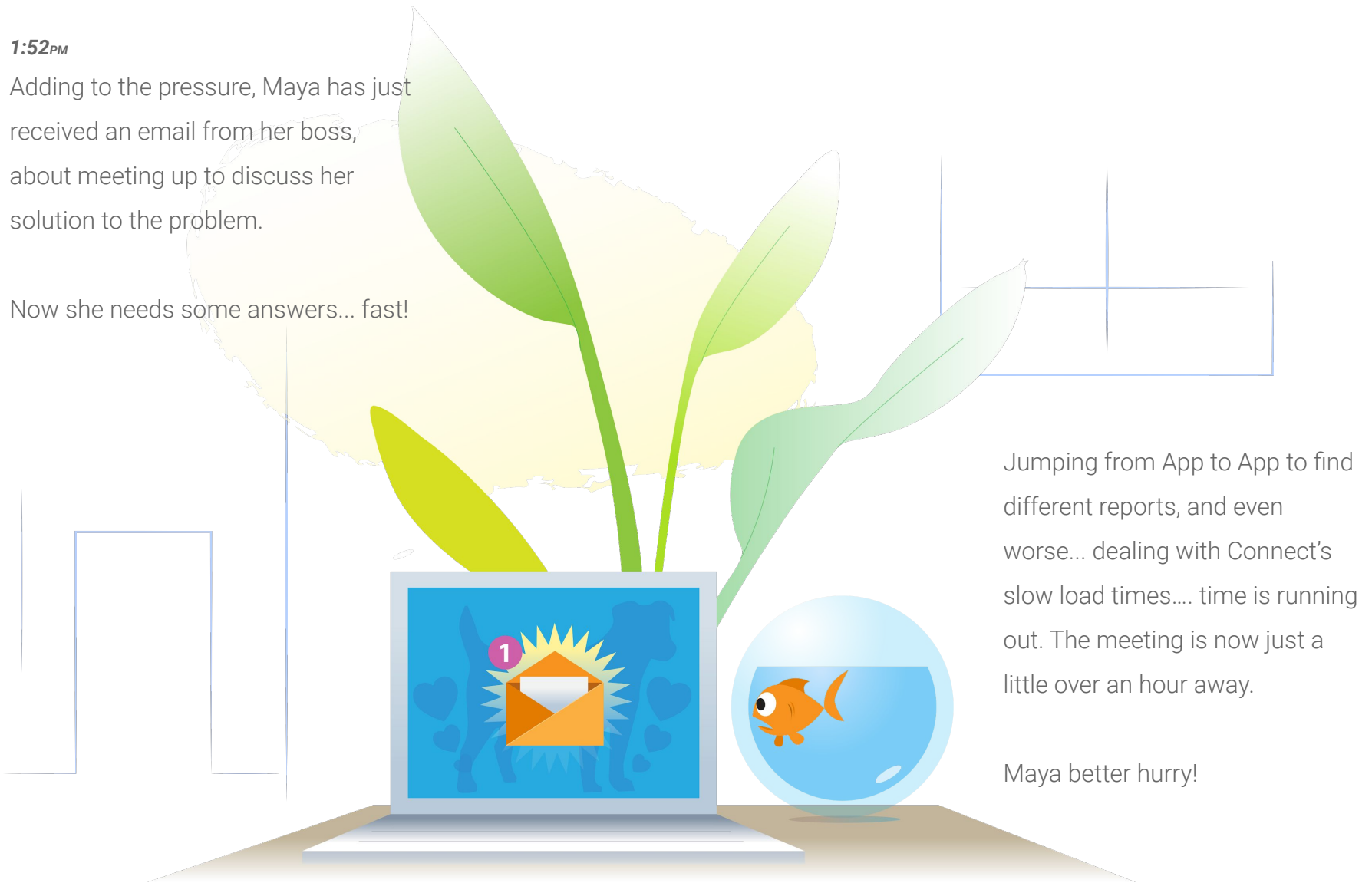
Daily sales reports, weekly data from retailers and various shared reports coming from co-workers also using Connect. She is quickly overwhelmed with it all.

Not sure where to turn or what app she is supposed to use next, the frustration levels are starting to raise... it has taken way too long to fix the problem. It's like looking for a needle in a haystack.

**1:52<sub>PM</sub>**

Adding to the pressure, Maya has just received an email from her boss, about meeting up to discuss her solution to the problem.

Now she needs some answers... fast!



Jumping from App to App to find different reports, and even worse... dealing with Connect's slow load times.... time is running out. The meeting is now just a little over an hour away.

Maya better hurry!

4:32PM

It didn't go well, with the meeting now over, Maya walks out of the room feeling down.



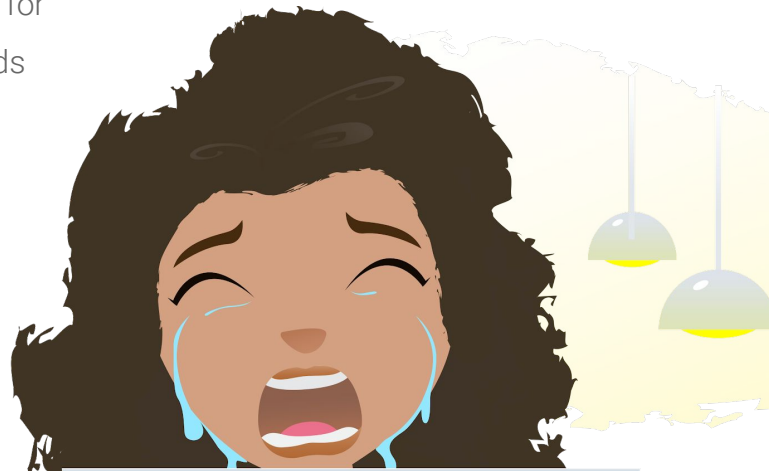
She thought she had a solution but working with all that data was too much. She needed more time to evaluate, monitor, and come up with a strategy.

As she goes back to her desk to get her things to head home. She wishes there was some kind of an early warning system that would of alerted her of any new pitfalls.

Because she certainly doesn't want to go through this again.

**11:35<sub>AM</sub>** *(The Next Day)*

The next day isn't going much better. Maya spent ALL morning looking for answers as to why her care brands are underperforming.

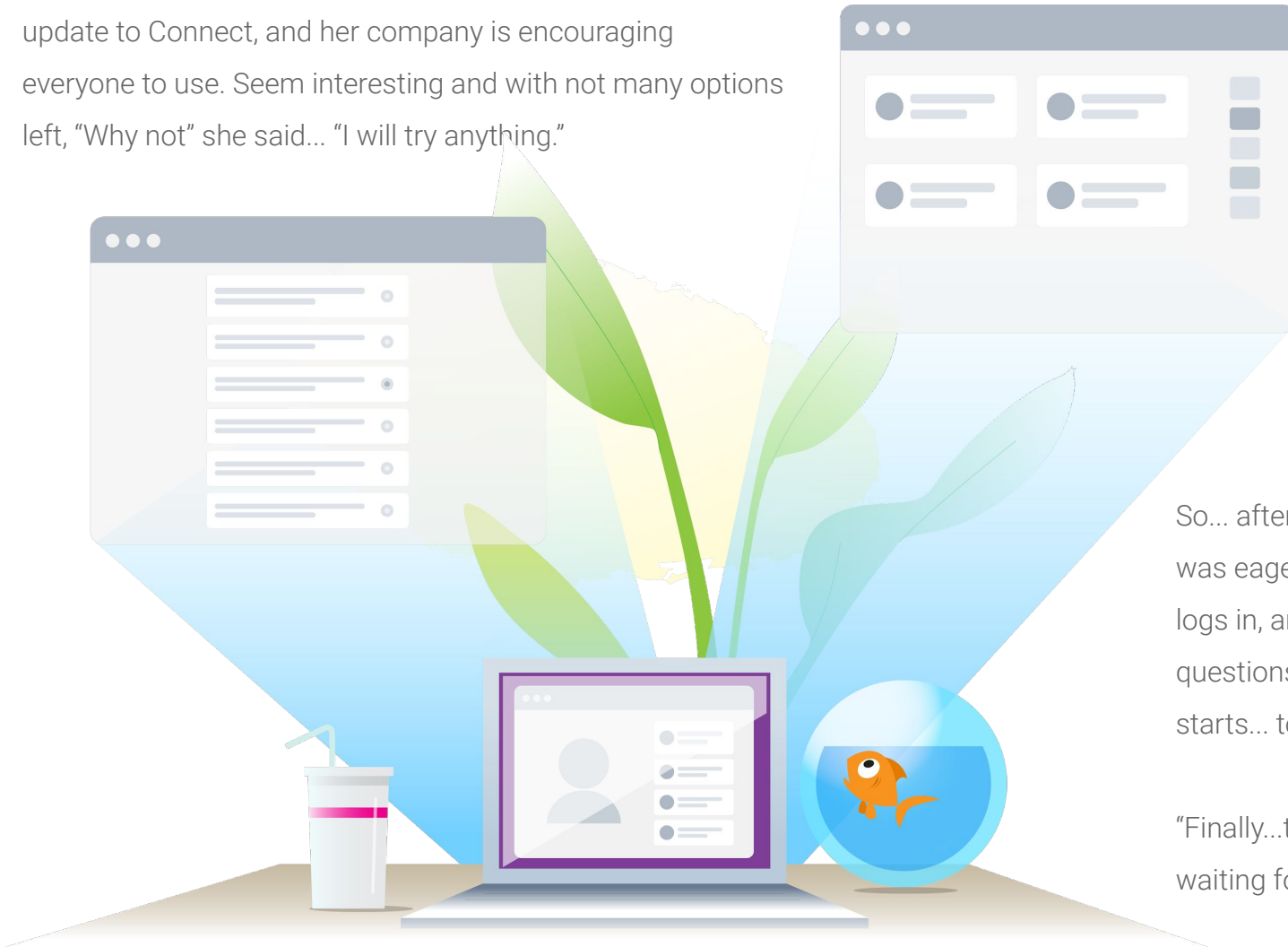


Waiting on data pulls from co-workers and asking other experts to walk her through the sales data, she feels she is not making any progress.

"This is hopeless" Maya said with a sigh.

12:22PM

Just then, Maya receives an email about a new product update to Connect, and her company is encouraging everyone to use. Seem interesting and with not many options left, "Why not" she said... "I will try anything."

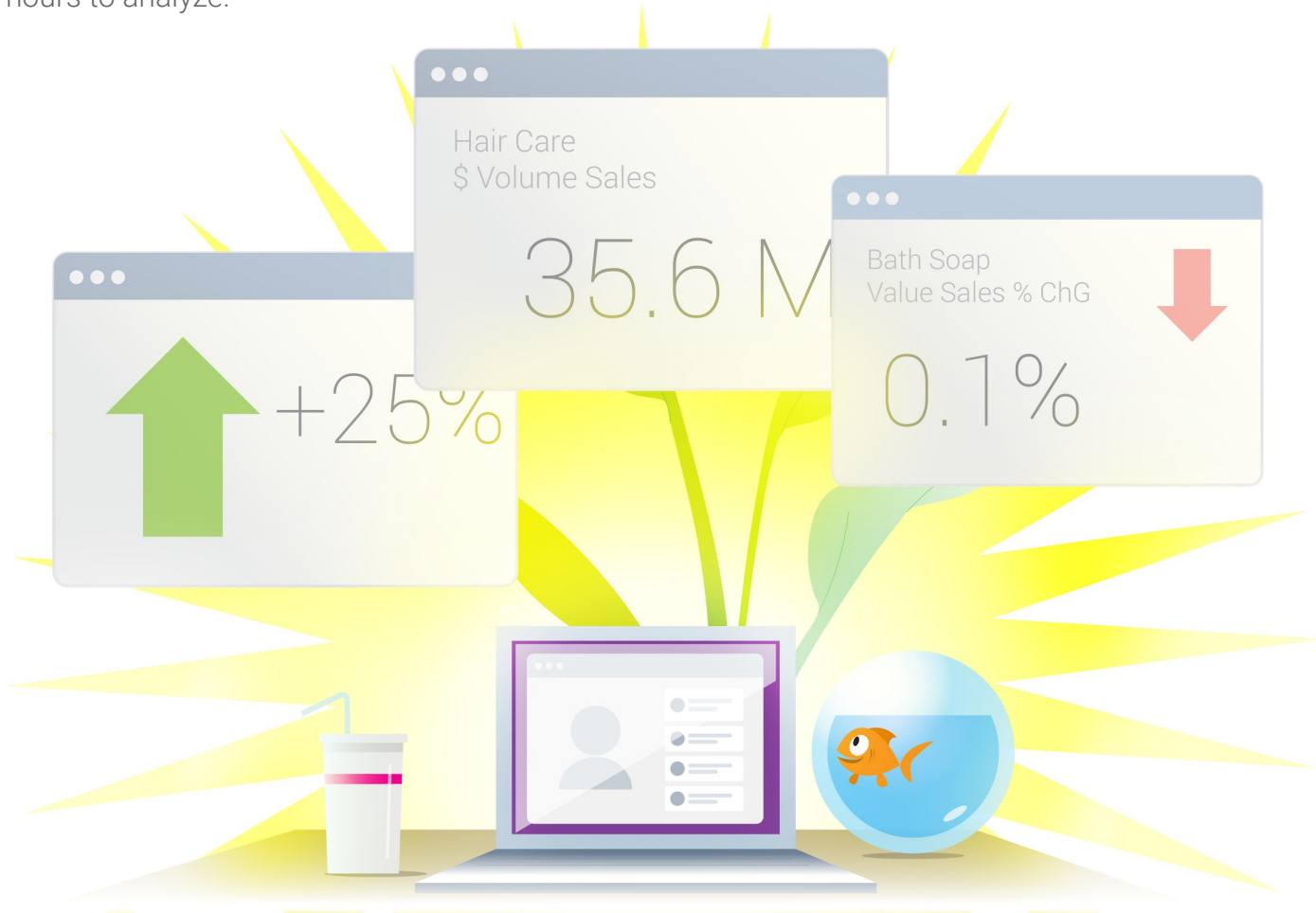


So... after a short lunch Maya was eager to give it a try. She logs in, answers a few quick questions and, something... starts... to happen.

"Finally...this is what I have been waiting for!" Maya exclaimed.

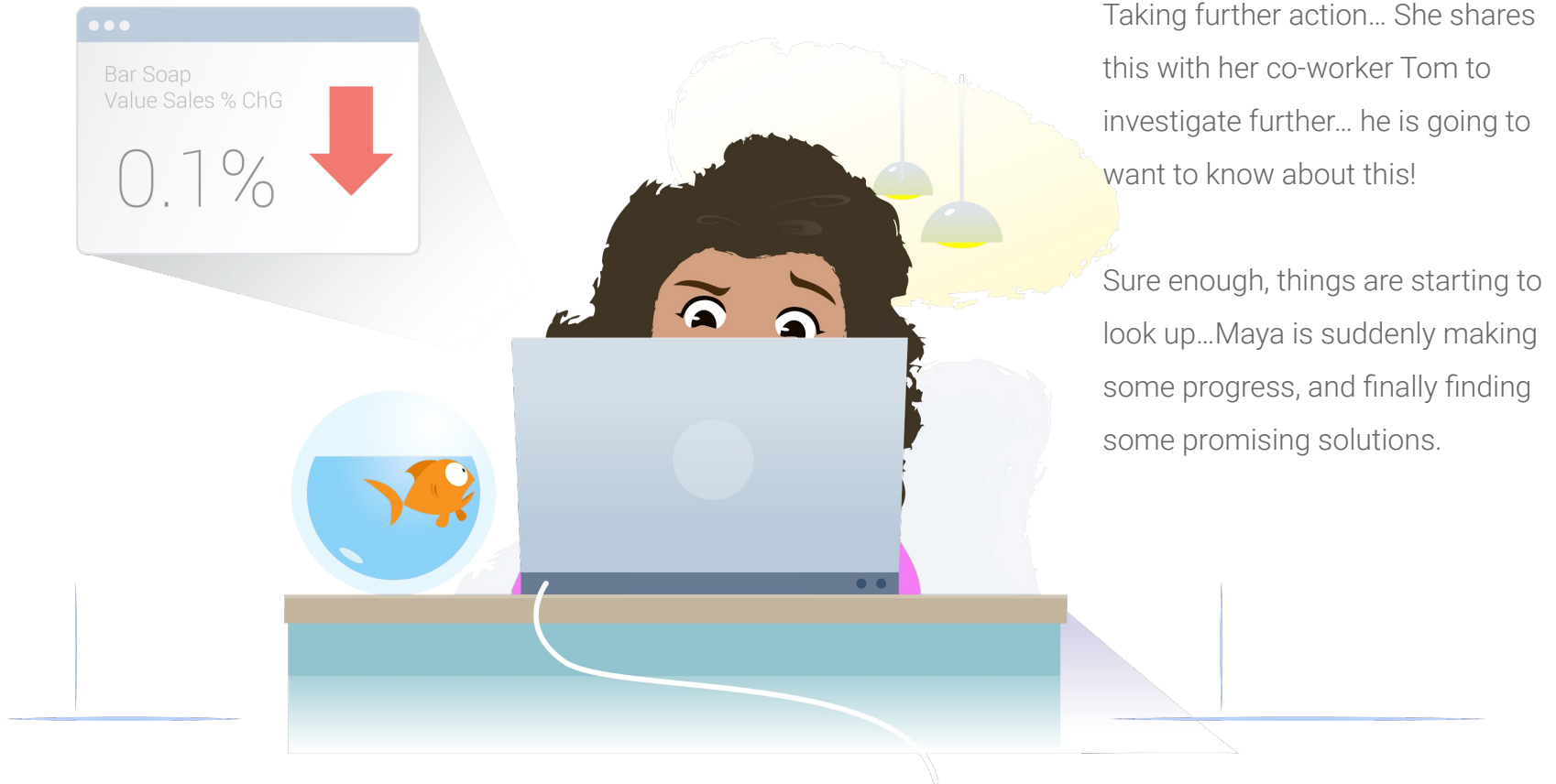
12:47<sub>PM</sub>

In an instant, the updated Connect has delivered global KPI's of...Price & Promo studies, Household purchasing behaviors, and even a few new recommendations that would of taken Maya hours to analyze.



1:28<sup>PM</sup>

Suddenly... something has caught Maya's attention. A KPI has alerted Maya of a possible issue. She digs deeper and clicks on a recommendation, and quickly finds out the regular promotions she runs at a retailer is hurting her brand overall sales.



**3:57<sub>PM</sub>**

To her excitement this new product update has answers the question “What’s Next” and helps improve Maya’s overall sales, giving recommendations along the way.

“This is awesome!” she said.

Maya is so happy to have finally found this pitfall that has been giving her so much trouble, and as an added bonus...a few others she just discovered!

This is a good thing too because her boss wants another meeting this afternoon. She feels the pressure but is confident she now has the correct fix and can’t wait to tell her boss.



**5:01<sub>PM</sub>**

Success! Maya presented her findings and received many kudos. Finding new pitfalls early will save the company millions in sales, and of course... this makes the boss very happy. Maya will also go home even happier and stress free.

No gym today... It's time to celebrate!

