

BioRegistra for **FMCG**

www.bioregistra.com



Introduction

The market for fast moving consumer goods (FMCG) is ever growing and so is the struggle to stay ahead of the numerous competitors. To be at the forefront, brands will need to make informed data-driven decisions to enable targeted manufacture and distribution of goods which will better align offerings and activities with customers' interests — Hence, data must be captured. Continuous access to detailed, reliable and up-to-the-minute data that allows FMCG brands to derive predictive insights to enable quick competitive fact-based decision making is what keeps successful brands afloat.

The key decisions to be made by FCMGs generally revolves around the following:



Whom
to target?



Where
to target?



How
to target?

The Problem

The challenge of the FMCGs is that the limited platforms available today are expensive and not robust enough to meet the peculiar capture needs of each project - for example, offline capture for when FMCGs need to meet retailers in remote internet-dead areas, or geotagging capabilities for when FMCGs need to make insights based on various geographical locations of outlets or customers captured.



The Solution

BioRegistra is a mobile, end-to-end digitization and data capture solution that enables individuals and organizations to convert all kinds of paper forms to digital forms, enhancing the collection of just about any type of data required to grow your business and meet your customers anytime, anywhere. With BioRegistra, FMCGs can collect different categories of information, including textual and biometric data, and ultimately enhance the running of day-to-day organizational activities. BioRegistra nullifies the shortcomings of paper forms and improves the overall productivity of fast-paced industries like FMCGs.



Why BioRegistra

Gather Competitive Intelligence

With BioRegistra, you get a flexible mobile platform that allows for the easy creation of dynamic web forms with custom fields peculiar to each capture project. Armed with this solution, there is no limit to the data FMCG brands can capture, whether human, non-human or inanimate and in various formats; including textual, pictorial and biometric — all of which must conform to predefined high-quality standards.



Offline Capture Without Limits

BioRegistra as a solution with offline capabilities lets you collect data regardless of internet connectivity. This is because the platform works both online and offline and allows for non-stop data-capture and quick completion of projects anywhere without limits. The captured records will be locally stored in devices and upon connection to the internet, the devices will automatically synchronize all pending records to the cloud backend systems without losing any bit of information.

Get Targeted Market Insight

BioRegistra's robust platform offers a unique Geo-tagging feature which automatically captures the geographical coordinates of records, allowing the location of capture to be pinpointed on a map. You can gain full awareness of what's going on in each retail space, including customer behavior and adoption level of the products in different geographical locations, so you can make quick decisions to improve on your market penetration strategy, market expansion and targeted market activation based on real-time geographical data.



Select Choice Agents and Manage Them from Anywhere

With BioRegistra not only do you have access to a wide network of capture agents, the Agent Management and Field Deployment Management features will also allow you to assign agents with varying levels of access to the project. This management portal is all-encompassing allowing you supervise deployed capture agents in real-time — including on-the-go communication and updates with field teams which will ensure everyone is on top of their game.

Data Analytics for High Return Marketing Tactics

BioRegistra's data analytics tool will give you detailed insights into market dynamics in the FMCG space, for planning purposes in terms of marketing, assessment, expansion, distribution, pricing, investments and brand building. More so, you get even broader information gauge customer feelings or opinions about your brand in relation to that of the main competitors.

Features of BioRegistra



API Integration

Retrieve your captured data into third-party systems using our simple set of APIs. Available formats include, JSON and XML, which are regulatory compliant.



Cloud Storage

All data collected using BioRegistra are secure and can always be accessed from any mobile device as they are stored safely in the cloud.



Reporting Tool

CRM reports can be generated, and specific information can be retrieved based on the required parameters.



Geolocation

The geolocation feature enables stakeholders to see the different locations where each form was filled, as well as which of the staff was responsible for that activity.



Deduplication

This feature scans and flags duplicate records from the database using the fingerprint of your captured consumers.



Document Scanning

Scan and upload files on BioRegistra using the scanning feature. These include passports, IDs, and other supporting documents.



Identity Validation

This feature of BioRegistra enables you to confirm the identities of people, against what already exists in your database and other databases, including BVN validation.



Mobile

BioRegistra works on both Windows desktop and Android devices, hence it greatly improves the options available for data capture, as well as reach and flexibility.

Conclusion

BioRegistra is the one advantage to scale higher in this competitive industry. Armed with this solution, your FMCG brand can gather all the market intelligence needed to create huge opportunities for driving more personalized and customer-centric services for your product portfolios while boosting revenue, efficiency and fostering customer loyalty.



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