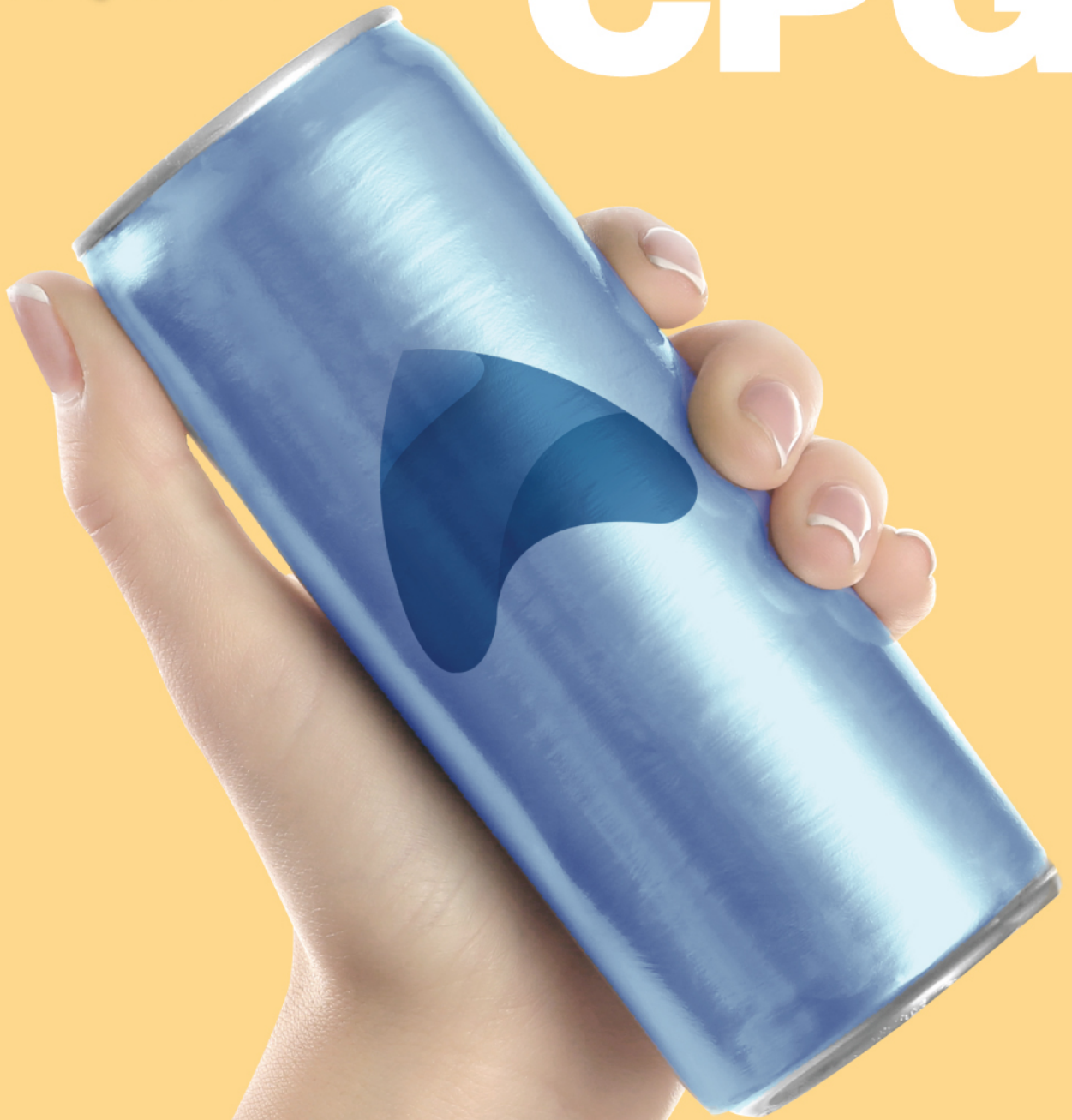


FLARE

CPG



Faye  
Business  
Systems  
Group



# Consumer Packaged Goods

## Is this solution right for you?

Flare CPG is an innovative feature set built on Zendesk Sunshine, specifically tailored for organizations within the Consumer Packaged Goods industry.

### 01..... **Minimize Loss**

Is your team answering the same product-related questions from your buyers over and over again?

Worse yet – is a product gaining a reputation for all the wrong reasons, when your first party data could have helped you get ahead of the recall management curve?

Your product development and support processes cannot afford to be based on guesswork, and your compliance process must always beat the clock.

### 02..... **Maximize Time**

Is your team wasting valuable time navigating multiple systems that capture the same or similar information?

Does your customer support team have to go into overtime trying to source product availability data?

Equip your team with the tools they need to efficiently find, serve, and manage the information that's important to both you and your customers.

### 03..... **Optimize Experience**

Are your MVPs providing a less than winning customer experience because there is no centralized source of “truth” for customer data?

Do you want to create a personalized, lasting customer experience, but think that it requires either more players or more time on the clock?

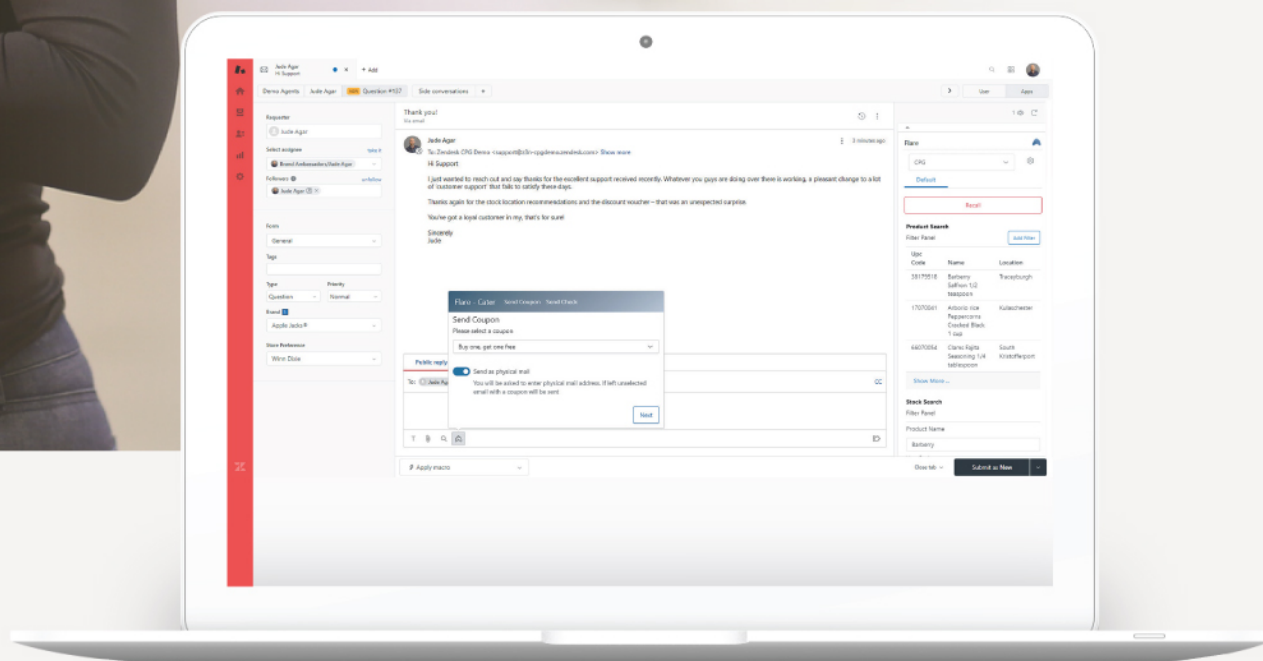
Empower your team through system consolidation and process automation. Your customers will feel the positive impact.



## Data Always Wins

Flare CPG synthesizes your data into quick and easy to read cards and dashlets.

The most important information that should influence your strategic decision-making is right at your fingertips.



### Report

Set inquiry thresholds that flag potential recalls and kick off the recall management process.



### Resolve

Empower your team with enhanced resolution capabilities for customer refunds and discounts.



### Adapt

Leverage product feedback and surveys to inform product development decisions.



Learn how Flare CPG will put your business ahead of the game!

[fayebsg.com/flare-cpg](http://fayebsg.com/flare-cpg)

818 280 4820



## CX software to make you feel like a champion

A turn-key solution for Zendesk Sunshine users in the Consumer Packaged Goods sector.

**Beat the competition by bringing uniformity, accuracy, and speed back to the customer retention and support process.**

### Don't Drop the Ball When Resolving Issues

- Stay ahead of the game by anticipating and managing product recalls before they have a significant impact in the marketplace.
- Use trending feedback and survey data to make data-driven decisions and get the product development ball rolling.

### Knock it Out of the Park with Customer Experience

- Increase response times by managing all digital communication in one place.
- Deliver consistent and reliable service through shared knowledge.
- Enhance the customer experience by automating personal touches, such as printed "thank-you" letters, refund checks, and individualized promotions.

### Make Your Data Flex for You

- Set inquiry thresholds to kick off notifications to vested parties about potential recalls or trending product suggestions.
- Boost productivity by consolidating your data in one place.
- Easily locate in-store stock based on postcode or radius.

### Triumph with Simplified Systems

- Access to integration options. Amazon Shopify, and all other open API software are fair game. Quickly onboard new employees from rookies to pros (and save on license costs) with one consolidated system.
- Create user efficiency. Never take 30 minutes to change a field name again.



**AUTHORIZED  
IMPLEMENTATION  
PARTNER**

