



Competitive Intelligence Gamification for a Global Technology Products Manufacturer

CLIENT

**Global Technology
Products Manufacturer**

INDUSTRY

Information Technology



BUSINESS IMPACT

- Increased revenue opportunities in 6 months through data-driven decisions
- Hourly competitive intelligence from 36 customer touchpoints to enable staying ahead of the game



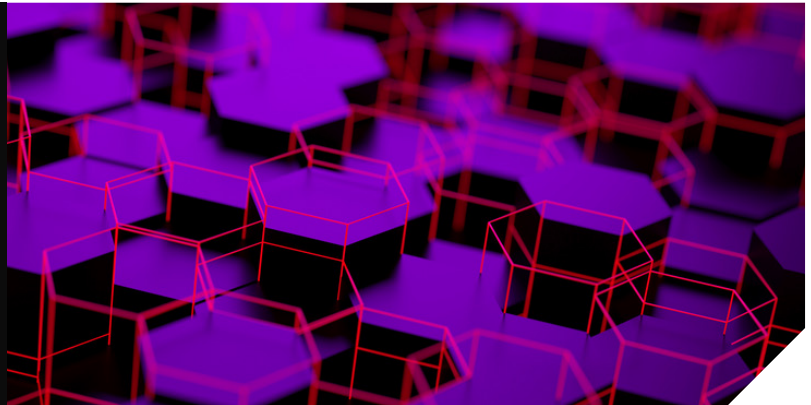
BUSINESS CHALLENGES

The client is a leading global manufacturer of software products, enterprise software solutions, laptops, and gaming consoles, with annual global revenues of over \$100 bn and having presence in 190 countries.

In a digital world that serves consumers with a plethora of options at the click of a button, the change in consumer journeys has posed an interesting challenge to the client.

Business decisions around product, price, promotions, and presence have made using traditional "Inside- Out" thinking become inadequate. The consumer's access to multiple different touchpoints and their ability to go through their buying journeys "on-the-go", combined with a dynamic marketplace, has meant that, having a reactive approach to product, price, promotions, and presence strategies, has led to revenue leakages.

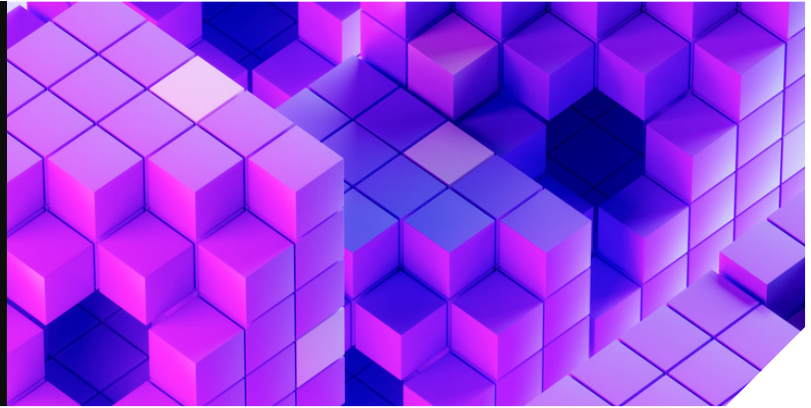
PROGRAM OBJECTIVES



Build an Intelligence engine that

- Enables an "Outside-In" approach to decision-making around product, price, promotions, and presence strategies
- Gathers competitive intelligence from multiple critical customer touchpoints
- Delivers insights and visualizations around correlations in market shares and sales trends to price dynamics
- Gamify the entire experience for the user community

OUR APPROACH



Phase-I

- **Assessed:** Immersive workshops with cross-functional client teams to identify gaps, understand business needs, and articulate measurement requirements
- **Identified:** Key customer touchpoints and set up data collection engines across multiple data sources (websites, MI, retailers, offline systems)
- **Designed & Developed:** Technology solution for data collection, storage, enrichment and transformation
- **Analysed:** Patterns, correlations, and causations through interactive visualizations to understand relationships between changes in sales and market share and changes in price and other such triggers

Phase-II

- **Scaled:** (Planned deployment) – to multiple different data streams into visual modes (interactive screens) for maximum stakeholder consumption and brand awareness
- **Automated:** Schedule alerts (screen tickers, text alerts) to identify outliers across vanity measures and other closely watched numbers

OUTCOME

- Real-time competitive intelligence at an hourly granularity for stakeholder consumption
- Data-driven decision making enabled for product, price, promotions, and presence strategies
- Intelligence from 36 different websites enabled with scaling up to 50 websites planned in the roadmap
- Gamified interactive storytelling
- Technology-enabled automation that reduces human effort

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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