

Improving Brand Compliance & Customer Experience Across 70+ Retailer and OEM Sites

Client

**Large global
microprocessor
manufacturer**

Industry

Technology



BUSINESS IMPACT

- **~27% increase in brand compliance** & brand hygiene KPIs
- **12% reduction** in market development costs (spent for brand value protection across Retailers and OEMs)
- Improved brand visibility and consumer experience
- **Time to monitor, communicate, and track** brand guidelines adherence **improved by 15%**



BUSINESS REQUIREMENT

The client, one of the largest global microprocessor manufacturers, wanted to establish a scalable, data-driven system and process to establish adherence to brand governance, increase brand visibility, and improve consumer experience.

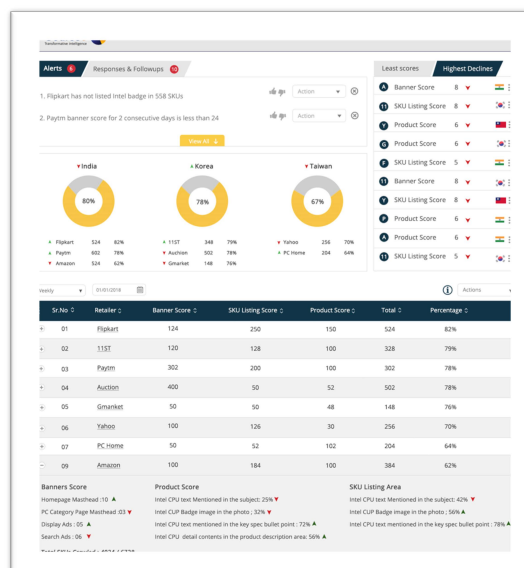
C5i Solution Approach



- Collection of product content (title, description, image) and promotion banners from 70+ Retailer & OEM sites by data harvesting bots
- Automated data cleansing and standardization, followed by Text Analytics
- AI-based image recognition used to detect brand logo, brand content, and image quality across product images and banners
- Rule-based brand compliance scoring and configurable persona-wise scorecards
- Historical brand score reports published as newsletters to track Retailer / OEM performance

Brand Experience Dashboard

Account Managers use this to track and assign fortnightly targets to Retailers and OEMs for improvement in brand guideline adherence.



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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