



Generating Actionable Insights from Consumer Contact Data to Improve Customer Experience

CLIENT

**A leading global Food &
Beverages company**

INDUSTRY

CPG



BUSINESS REQUIREMENT

The client, a leading CPG organization with over 100+ brands and sub-products, has consumers worldwide procuring and consuming their products on a daily basis. The client had been collecting and storing consumer contact data (complaints and praises) from various channels (phone, email, social media, website, etc.) on a wide spectrum of areas including product packaging complaints, product issues, issues post consuming

the product, unavailability, customer service, as well as unidentified needs and opportunities.

Though the organization was capturing this rich data for every product, they were not able to leverage the data because:

1. Business users were only getting data views, not actionable insights. This gave business users some awareness of product feedback but not enough context to take effective action.
2. There were separate dashboards for each brand and product with no single place to access all the information. This lack of a connected view (e.g. Unavailability and Production data) prevented the stakeholders from getting integrated insights.

The client wanted to built an insights solution that would be the one-stop shop for all business users to access and consume actionable insights.



BUSINESS IMPACT

- **45% time saved** in accessing data and insights with a centralized, persona-based system for insights
- **3X increase in speed** to relevant, contextual and actionable insights

SOLUTION APPROACH



C5i adopted a 2-step approach to help the client move from basic analytics to insights with impact:

Step 1

- Consolidate all Consumer Relations data (across brands, products, locations, channels, types of concerns, etc.) on a single unified platform - Discovery
- Add a natural language query layer on top of all the data so that users can easily search for and consume insights in natural (conversational) language

- Highlight insights in high-impact areas with personalized insights for each business user persona

Step 2

- By providing users with the ability to query across all data, enable them to view Outliers in the data to – 1. Identify hotspots (areas requiring urgent action) 2. Get Early Warning Signals based on seasonality and current trends in complaints
- Help users leverage these causal, forward-looking views to take specific actions to bring down complaints
- Provide a clear list of focus areas for specific teams such as Manufacturing (stock unavailability, packaging complaints, etc.), Product (issues with the product and post consuming the product), Sales (opportunities) etc.

KEY DELIVERABLES



Discovery powered —

- Data aggregation and Insights generation from a variety of data sets (Core CR data, Customer reach-out data, Store Search data, Social data, etc.)
- ML models to drive Causal Insights, Anomaly Detection, Problem Analysis, and Early Warning Signals
- Single solution for Insights generation and consumption for all brands

OUTCOME

- **>95% adoption** of Discovery's Insights platform across the organization by Brand Managers
- **Single View** and **end-to-end visibility** on key causes of Customer concerns
- **Expansion** of the **Discovery Insights platform** to **additional geographies**

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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