



Case Study

Augmented Analytics



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 build 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

Generating Actionable Insights from Consumer Contact Data to Improve Customer Experience

Industry: CPG

Client: A leading global Food & Beverages company



Solution Approach

Course5 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 - Course5 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

Course5 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



Outcomes

- **>95% adoption** of Course5 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 Course5 **Discovery Insights platform** to **additional geographies**

About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.