Meet Aiola for CPG

Solving the puzzle: Powering business users

CPG companies struggle to capture value from Artificial Intelligence (AI) mostly due to a disconnect with business users. Aiola serves as your virtual AI expert, powering core business processes and communicating with your teams using natural language.

The impact: Drive growth and improve efficiency

+ **SALES**
  - 3%-5% sales growth
  - 10%-20% improvement in promotions yield
  - 30% increase in product launch success

+ **SUPPLY CHAIN**
  - 5% procurement savings
  - 5% manufacturing cost reduction
  - 3-4X efficiency increase in raw material utilization

+ **KNOWLEDGE**
  - Sustained and improved organizational knowledge
  - Evidence-based decision support

The solution

**DATA PREPARATION**

**AIOLA CPG - VIRTUAL AI SKILLS**

**BUSINESS USERS**

- MSTF Teams
- Slack
- Reporting Systems
- Emails
- Bots

Account Managers
Sales and Service Managers
Operations Managers
Senior Executives
Case study

Global CPG

Aiola was deployed to power an international CPG company’s core sales and marketing processes, including trade promotions, sales management, product launches, trends and market share analysis. Aiola integrated with Microsoft Teams to allow easy collaboration with managers and users across multiple departments.

**Supported skills**

- Sales forecasts
- Promotions/Pricing recommendations
- Trends and change point analysis
- Product launch assessment
- Explainability provided for every skill

**Benefits**

- Provided actionable insights that increased sales
- Boosted cross-organizational knowledge-sharing
- Adopted by various team members: from C-level to analysts
- Utilization required near-zero training

**Deploy AI effectively into core CPG business processes**

- Integrates into workflows
- Actively learns from experts
- Quick on-boarding, zero training
- Supports usage of existing models
- Promotes cross-team collaboration

**Pre-packaged CPG skills (use cases)**

- Sales forecasting
- Pricing and promotions
- Marketing ROI Optimization
- Product launch planning
- Supply chain optimization
- Fraud detection and prevention
- Adding new skills is easy

**Our named clients**

- Strauss
- Viacom
- Elektra
- Globality
- Louis Dreyfus
- Gallo