



Global CPG Giant Redefines Supplier Engagement with AI Copilot: 85% Satisfaction Across 85,000+ Partners

Delivering 24/7 Multilingual Support
to a Global Supplier Ecosystem

About the Client

The client is a global consumer goods powerhouse operating in over 190 countries with a diverse portfolio of more than 400 brands across food, beverages, personal care, and home care. Approximately 3.4 billion people use the client's products daily, ranging from iconic global brands to local offerings. Around 75% of the client's turnover comes from their 30 flagship brands. The client employs about 128,000 people worldwide and is headquartered in London, England. It is organized into five business groups: Beauty & Wellbeing, Personal Care, Home Care, Nutrition, and Ice Cream. The client also has research and development facilities in China, India, the Netherlands, Pakistan, the United Kingdom, and the United States.

BUSINESS CHALLENGE

For a global enterprise, managing thousands of supplier interactions daily, and efficiency in operations is paramount. However, the client faced growing challenges in handling supplier support requests across the Source-to-Pay (S2P) landscape. Vendors frequently reached out to internal teams with queries related to policies, invoices, payments, and approvals. While these inquiries were critical, the traditional approach of manually logging tickets, fetching data from ERP systems, and responding individually was proving inefficient, time-consuming, and prone to delays. This manual process created several bottlenecks:

- **High response times** due to manual intervention and dependency on multiple teams.
- **Inconsistent responses** created challenges in communication & clarity for suppliers.
- **Limited availability of support**, as responses were restricted to working hours.
- **Lack of automation** in ticket handling, making prioritization and resolution slower.
- **Scalability issues**, as support teams struggled to meet growing demands.
- **Language barriers**, with global suppliers requiring multilingual assistance.

SOLUTION

To address the challenges in supplier support, the client collaborated with Acuvate to develop **SO Genie**, a Generative AI-powered virtual assistant designed to streamline supplier interactions with minimal human intervention. The goal was to create a **smarter, faster, and more intuitive** chatbot that could handle complex supplier queries while enhancing operational efficiency.

Leveraging experience in building AI-driven virtual agents, Acuvate carefully assessed the required **Generative AI capabilities, integration complexities, and automation potential** to ensure a seamless implementation.

A powerful **Generative AI-powered chatbot** was developed, significantly enhancing its ability to understand and respond within the right context. This advanced chatbot can efficiently summarize key insights from large volumes of documents, ensuring quick and accurate knowledge retrieval.

Additionally, the chatbot seamlessly integrates with internal Line of Business (LOB) systems, enabling real-time access to relevant data. This capability allows it to provide suppliers with timely and precise information, keeping suppliers informed about critical updates, payment statuses, request approvals, overall streamlining interactions and improving their experience.

Built on the **Microsoft Copilot Studio platform**, the chatbot benefits from rapid deployment and scalability. Furthermore, its multilingual support ensures effective communication across diverse supplier networks, making it a highly adaptable and user-friendly solution. This cutting-edge platform enabled:

- Intelligent automation to handle supplier queries instantly.
- Enhanced supplier interactions with personalized responses.
- Seamless query resolution by integrating multiple data sources.

Transforming the Supplier Experience with SO Genie:

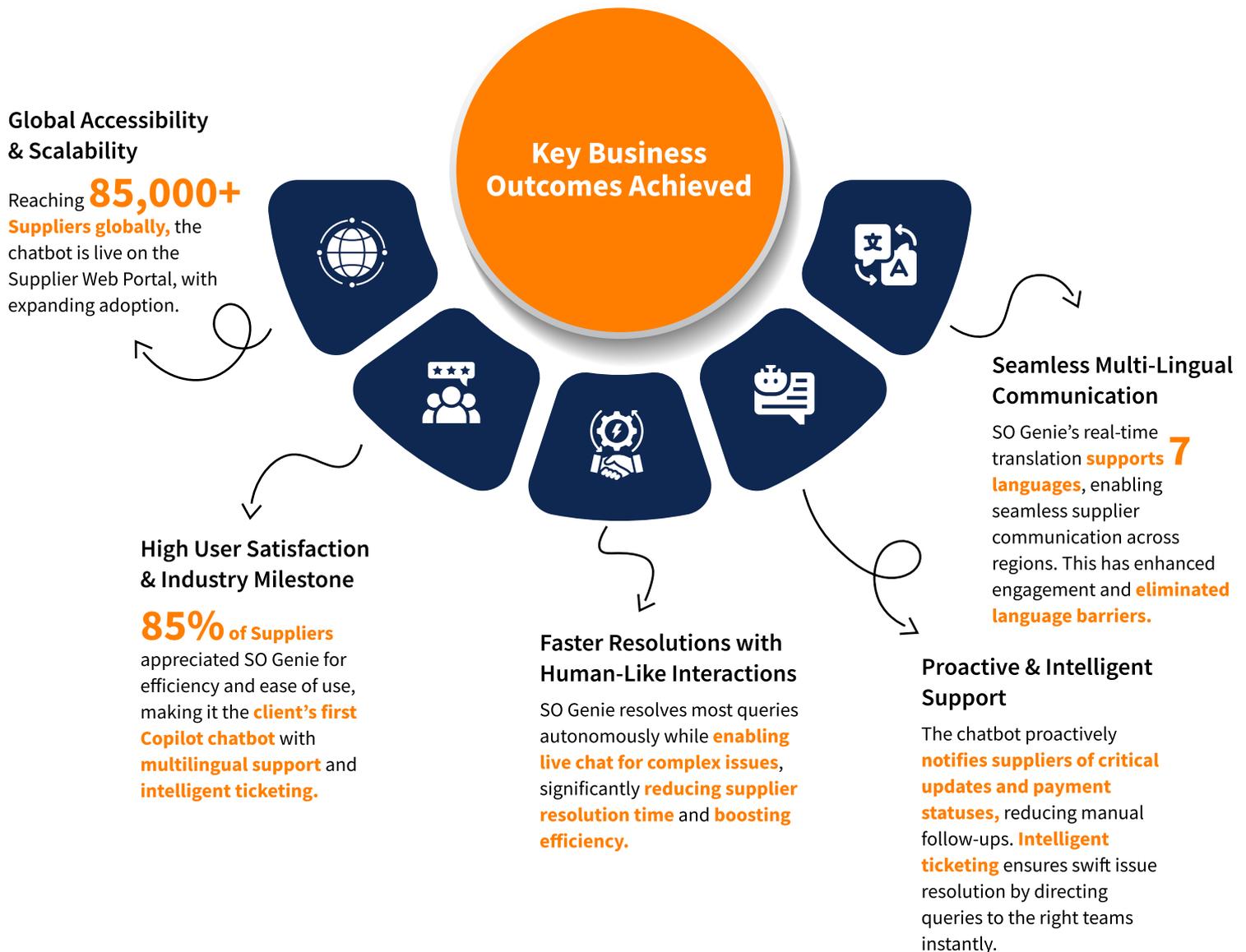
The newly implemented chatbot significantly improved and enhanced the experience of supplier support with:

- **24/7 availability** with human-like interactions.
- **Multilingual support**, starting with 7 languages, with plans to expand to 20+.
- **Automated periodic status updates** on open tickets and requests.
- **A smoother, interactive user experience** with step-by-step guidance.

The client was ensured a scalable, future-ready chatbot that significantly improved service efficiency. This transformation redefined supplier operations, creating a **Generative AI-driven, accessible, and intelligent support ecosystem** that benefits suppliers and internal teams.

BUSINESS OUTCOMES

SO Genie has significantly enhanced supplier engagement, reducing resolution times and providing a frictionless support experience. The chatbot operates as a **one-stop virtual assistant**, enabling suppliers to access critical information instantly without the need for extensive human intervention.



With SO Genie, Acuvate has not only **redefined supplier engagement** but also set a new benchmark in Generative AI-powered automation - empowering suppliers with **real-time assistance, faster resolutions, and an enhanced digital experience**.

ABOUT ACUVATE

With over 18+ years of experience in digital solutions, accelerating enterprise-wide digital transformation with our AI accelerators, we provide solutions and services that modernize, automate and support organizations. We help our customers transform their conventional processes to match the next-generation technological trend. We have a strong presence in the US, Europe, and the Middle East, where we serve multiple Fortune 500 companies. We specialize in New-age AI solutions, Migration & Modernization, and Digital Workplace Solutions. With our multi-skilled experts and packaged AI accelerators, we deliver unparalleled efficiencies and accelerate time-to-value for our customers.