



# Frictionless CPG Experiences & Operations with Acuvate's State-of-the-Art Solutions

We are living in the age of instant gratification, where consumers desire personalized brand engagement across channels. Delivering a consistent, seamless, and uninterrupted customer experience requires a cohesive data and technology strategy and investing in mission-critical digital solutions. More importantly, it requires a holistic view of work streams across marketing and CX, supply chain and manufacturing, innovation, and processes.

Transforming marketing innovation, optimizing ad spend, and delivering operational excellence and top-notch EX and CX are top priorities for CPG players worldwide. Data-driven, technology-first CPG brands will be able to maximize the benefits of rich analytics and make intelligent decisions to drive continued customer loyalty.

Despite accelerated innovation in the CPG sector, it continues to be plagued by some recurring challenges. Manual supply chains, inconsistent customer experiences across multiple channels, rickety employee experiences, and a high carbon footprint are some of them. The new era of CPG and its digital consumers requires brands and organizations to reinvent these specific workstreams with data and technology.

So, how do organizations deliver next-gen experiences for stakeholders across the CPG value chain?

# Contemporary CPG Modernization Solutions for Contemporary CPG Brands from Acuvate

Acuvate’s intelligent CPG offerings leverage innovative capabilities of Cloud, AI, ML, and Data analytics to create unified customer and employee experiences and operational excellence at scale. The intuitive solutions, empower enterprises to become digital-native, overcome organizational silos, reimagine operational processes, and meet their sustainability agendas.

## CPG modernization: The Acuvate way

In the age of rapid digitalization, legacy platforms become a roadblock for enterprises looking to achieve marketing innovation and increase ROI. Our holistic AI-powered solutions ensure enterprise data do not lay bare across disparate silos. CPG brands can optimize their investments and pave the way for robust planning and execution across mission-critical workstreams like CX and marketing, manufacturing and supply chain, sustainability, employee experience, and more.

Acuvate leverages the power of AI, ML, advanced data, and analytics, and IoT to ensure robust ROI from CPG companies’ technology investments.



## Acuvate’s Proven CPG Impact Areas

### Customer experience

- Consumer Experience Chatbots
- Consumer Support Chatbots
- Conversational Commerce
- Diagnostics & Product Recommendations
- Cognitive Apps

### Employee experience

- Language translation for Live Chat support
- Complaints Automation using AI & RPA
- Cognitive KMS for Brand/Agency Collab
- Employee Support Automation (IT, HR, OPS)

### Digital Factory

- DFOS Dashboards
- Digital Twins
- Asset Management
- Frontline Worker Collaboration Apps

### Operational excellence

- OMP Quality & Audit
- P2P Automation using OCR
- Sales Analytics
- Ad Spend Management

### Sustainability & Safety

- Waste Management Dashboard
- Sustainability Library
- Worker Safety Vision ML
- EHS Dashboard
- Automation of Manual Processes

Acuvate’s innovative solutions have been at the forefront of streamlining collaboration, increasing sales & revenue, optimizing ad spend, providing rich customer insights, and unlocking intelligent data-driven supply chains for leading CPG brands and organizations worldwide.

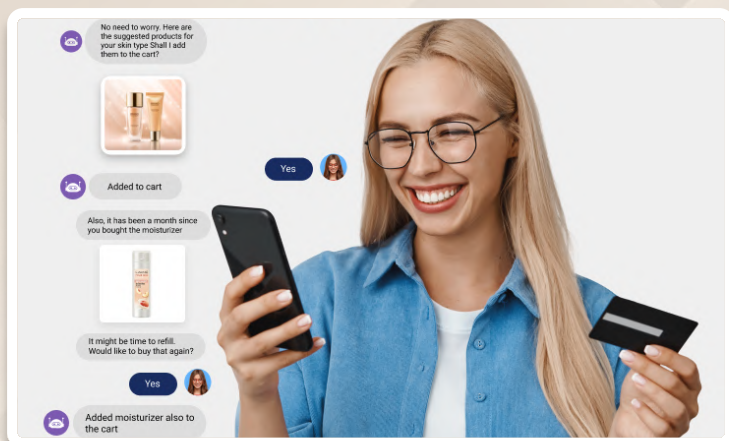


# Creating a unified experience and excellence across the value chain with Acuvate's Smart CPG solutions

## Consumer Chatbots

A multilingual conversational AI assistant providing personalized conversations for enriching customer interactions and greater lead conversions.

These chatbots simplify the CX processes and boost engagement with round the clock service and seamless transfer to agents.



### Features

- Omnichannel chatbots across platforms where your customers meet you: Website, WhatsApp, Facebook, Instagram and more
- Multilingual chatbots interacting in more than 90 languages
- Chatbot analytics to measure success and engagement metrics
- Integrations with AR/VR systems

### Benefits

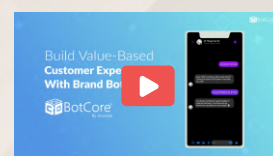
- 95% customer satisfaction on shopping experience
- Reduced customer acquisition costs by 85%
- 4X sales uplift
- 65% reduction in live agent support

### Consumer Chatbots at work

Reducing customer acquisition costs by 85% with hyper-personalized content for Unilever Baby Dove.

[Read Case Study](#)

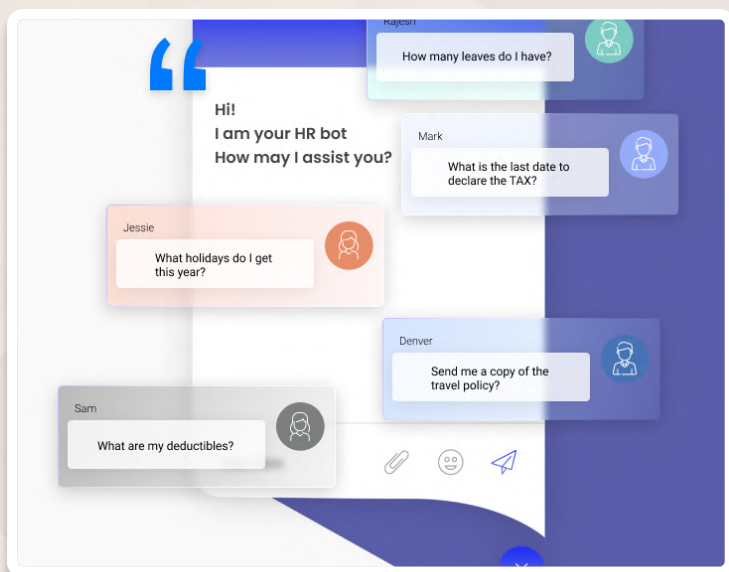
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## Virtual Assistants

AI-enabled intelligent bots to converse with employees in their language of choice and resolve HR, IT, policy among other queries instantly.

This cost-effective conversational AI solution enhances employee experience by automating repetitive tasks, increasing productivity, and reducing wait-times.



### Features

- Conversational interface for resolving queries and employee support
- Multilingual chatbots for conversing in preferred language
- No-code integrations with ITSM systems for creating and managing helpdesk tickets
- Connecting front-office employee support with back-office task automation

### Benefits

- Averting up to 50% of repetitive tasks from query desk
- Saving up to 60-100 per hours/ per week via automation
- Increased productivity and improved employee experience
- Reduction in employee support costs

### Virtual Assistants at work

Saved **47% employee time** in regular HR/IT enquires & enhanced employee experience for a British multinational CPG.

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## Data Experience Bots

Intuitive data bots providing rich-data insights and analytics to teams right at their fingertips

This robust business intelligence capability enables organizations to download and email reports directly from the DX bots without logging into BI systems.



### Features

- Turning natural language questions into data warehouse queries by analyzing user intent
- Automating the query data processes for hassle-free questioning
- Integrated with BI systems
- Data model ingestion

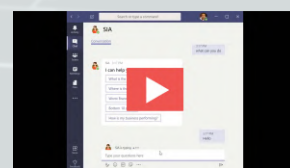
### Benefits

- Deflecting up to 50% of repetitive and low value reporting
- Eliminating the hassle of switching dashboards
- Saving up to 60-100 hours/week via automated reporting
- Increase in employee satisfaction and experience

### Data Experience Bots at work

A leading soft drinks company used Acuvate's bot to query sales and operations related metrics like Net revenue, stocks, trading contribution, etc., on the go & not rely on offline reports or login to various LOB systems to get key information & improved decision making & productivity.

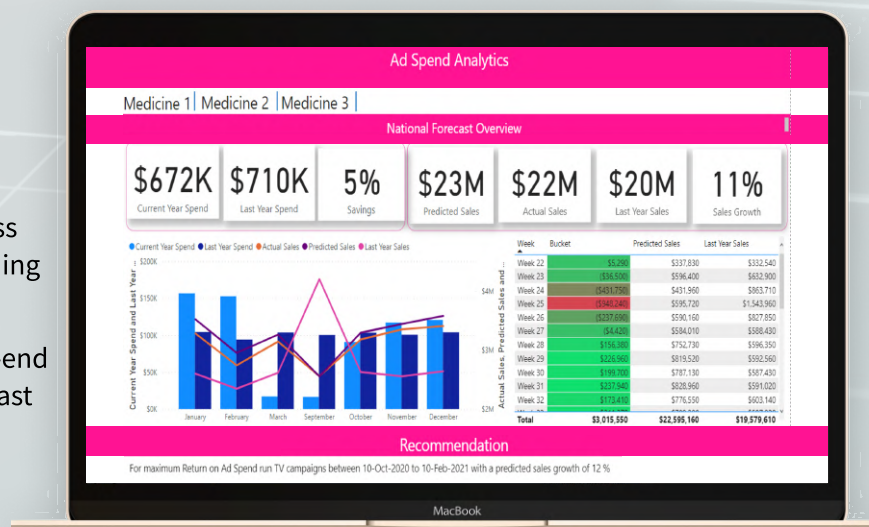
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## Ad Spend Optimization with Compass

Optimizing ad-spend and measuring campaign success with robust modern data technologies, machine learning and advanced analytics.

The solution empowers businesses to achieve end-to-end supply chain visibility, predict future trends and forecast sales with greater accuracy to become resilient and increase sales.



### Features

- Data ingestion from multiple external and internal sources
- Intuitive dashboards highlighting campaigns with low effectiveness metrics
- Top recommendations within business constraints via ML-powered prescriptive analysis
- Data chatbots for natural language campaign insights

### Benefits

- Decrease in marketing costs by 2-3%
- Uplift in sales by 2-3%
- Increase in marketing ROI by 3%
- Improved sales revenues with rich-data insights and analytics

### Compass at work

Reduced advertisement **spends by 5%** & improved sales **forecast by 7 to 10%** for a manufacturer of health, hygiene, and home products

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# Data-driven Smart Manufacturing

A modern and innovative end-to-end data solution to optimize Overall Equipment Efficiency and workforce utilization and reduce carbon footprint.

It delivers a hassle-free prediction of breakdown via real-time analytics and prescribes corrective action whenever required.



## Features

- Real-time data streaming and analytics for instant corrective action
- Reduction in waste via digital manufacturing
- Robust data sharing mechanisms with centralized governance
- Enhanced data quality for greater trust between factories

## Benefits

- \$100M saving due to decrease in waste
- Improve OEE to attain 75% with Kaizen opportunities
- 50%-70% accuracy in predicting failure, analyzing cause, and taking corrective action
- 4000 person hours saving per month via automated reporting

## Smart Manufacturing at work

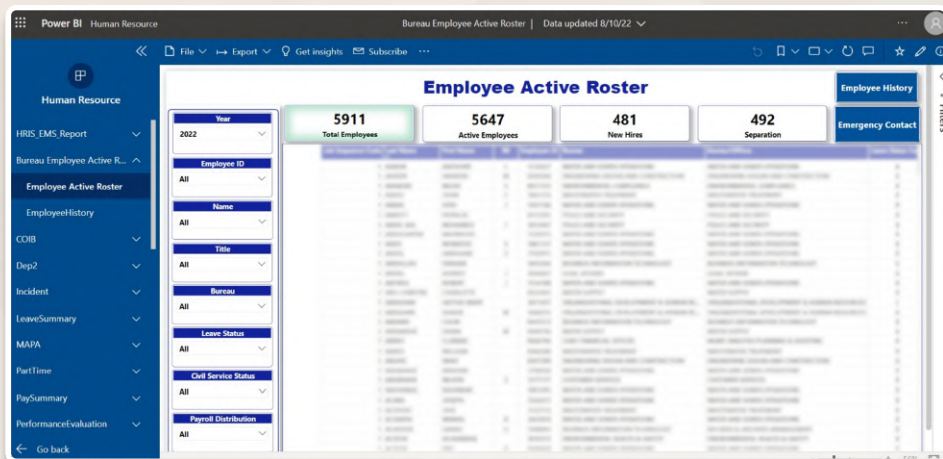
A global FMCG leader witnessed an 8% increase in output reliability and 20% increase in OEE for several manufacturing units.

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# Workforce Analytics

A data analytics solution collating data from numerous sources for smart analysis, measurement and tracking of employee-related data.

It delivers deeper insights into historical employee-related trends and analyzes performance issues and risks.



## Features

- Collection of relevant data from Internal HR systems
- Identification, ingestion and cleansing of critical data to a common data model
- Identification of people issues with meaningful reporting insights
- Seamless prediction of outcomes in engagement initiatives and turnover

## Benefits

- 30% increase in employee productivity
- 50% reduction in employee attrition
- Cost savings by decoding employee interactions with various applications
- Improved employee engagement and experience

## Workforce analytics at work

A water supply department's HR team got a 360-degree view of its employee engagement & freed up HR time by 60 person weeks annually by building a Workforce Analytics Dashboard

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# Complaint Automation

An advanced ML analytics solution for the seamless classification and categorization of email complaints.

The intuitive platform deciphers the sentiment, provides prescriptive action, creates cases in CRM and assigns the task to the appropriate team.



## Features

- Data extraction from emails for Topic Modelling
- NLP-based automated responses for mundane emails
- Automated case creation in CRM
- Personalized strategy for high-value customers

## Benefits

- 30-35% increase in team efficiency
- Improved customer satisfaction and employee productivity
- Improved SLAs for case resolution
- Elimination of manual errors and personalized hours in email tracking

## Complaint Automation at work

A major financial institution in the UAE with presence in 13+ countries leveraged deep insights to enhance employee productivity and improve customer satisfaction.

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# IoT-Based Smart Asset Management

An intelligent IoT platform enabling businesses to stay up to date on their assets, recovery maintenance, problem areas and inventory management.

The solution's seamless integration with legacy systems delivers sharp insight-based decision-making and risk measurement and avoidance capabilities.



## Features

- IoT and cloud-based technology retrieving information on assets via Remote Asset Tracking
- Cost-effective and proactive asset health monitoring
- Comprehensive record of portfolios for asset lifecycle management
- Automating mundane tasks via asset workflow automation

## Benefits

- 10-12% increase in asset lifecycle
- 45-50% reduction in safety incidents
- 60-70% decrease in unscheduled downtime
- 20% increase in operational efficiency



## Outsourced Manufacturer/ Packaging Partner Quality Audit

A modern solution automating analysis, grade assignment and partner audits to establish a single source of truth for data generated by factories and external partners.

The solution reduces reporting delays and seamless product & feedback innovation to accelerate supply-chain processes.



### Features

- Automated analysis for frequent data entry
- Statistical data analysis, trend analysis and graph generation
- Automated grade assignment and partner audits
- Notifications/alerts to factory partners

### Benefits

- Improved compliance with industry standards
- Improved data quality coming from factories/partners
- Improved TAT on quality audit, feedback, and reporting
- Standardized capturing and dynamic analysis of quality data for outsourcing

## Wave An Idea Management Tool

An engaging idea management platform for frictionless capturing, collaboration, evaluation and refining of ideas from anyone, at any place.

The solution provides seamless identification of duplicate ideas to save valuable time and effort in processing similar ideas.



### Features

- Idea campaigns for focused ideation
- Seamless integration with any other LOB solutions
- Configurable solution to meet the evolving organizational requirements
- Secure approval mechanism with AD authentication

### Benefits

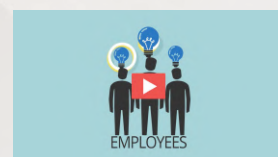
- 50%-time savings via automated duplicate detection
- 80% faster response times for idea approvals
- 100% transparency in the ideation process
- Focused ideation promoting business growth

### Wave at work

A leading food company used “Wave” idea management solution to configure idea pooling, track ongoing & completed ones and improved processes, collaboration & employee engagement.

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# Increased digital collaboration and seamless operational excellence with Acuvate

Acuvate empowers CPG enterprises worldwide to become digital-native and streamline their workstreams, leverage the power of real-time insights, predict the ever-evolving market dynamics, and keep the rising costs. Businesses can now harness the unlimited potentials of AI, ML, IoT, Advanced Analytics, etc., to drive agile operational processes, all the while achieving their sustainability agenda.

With successful rollouts done for tier 1 CPG firms around the globe, Acuvate's innovative platforms and technical acumen is transforming sales and marketing initiatives and accelerating sustainable growth for the CPG sector.

Partner with our award-winning solutions for stronger sales revenues, improved resource utilization, and increased marketing ROI.



Intelligent data-driven solutions across CPG workstreams



Homegrown AI and ML-based accelerators with IP rights



4-12 weeks' time-to-market leveraging reusable solutions



Data-driven manufacturing to reduce waste and meet sustainability goals



Predicting material wastage with a new-age technology stack

Modernize your CPG operations and become a responsive, agile, and sustainable enterprise at every step of the way.



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