

GENERATIVE AI-POWERED QUERY APPLICATION FOR A LEADING FMCG COMPANY

NATURAL LANGUAGE QUERY SOLUTION IMPROVES VISIBILITY AND SALES PERFORMANCE

CUSTOMER PROFILE

GLOBAL HQ

Arroyito,
Argentina

US HQ

Miami, FL

INDUSTRY

Food and Beverages

EMPLOYEES

20,000

ITC SERVICES

- AI & ML

APPLICATIONS & TECHNOLOGIES

- Google BigQuery
- Vertex AI
- Gemini
- Gemini Assistant

INTRODUCTION

The client is a leading multinational group specializing in consumer food products, agribusiness, and packaging. They produce food, sugar, chocolate, cookies, and ice cream, and are one of the world's top producers of hard candies and confectionery, exporting to over 120 countries.

CHALLENGES

The client is looking for a solution that enables their sales and distribution teams to query client and sales data in natural language, specifically in Spanish. With extensive customer and sales information stored in a data warehouse, they need a GenAI-driven tool to easily access insights that will help them better understand customer needs and identify new sales opportunities. They chose IT Convergence as their implementation partner not only for our technical expertise but also for our proven ability to align IT with business objectives, with a focus on achieving tangible outcomes.

SOLUTION

IT Convergence proposed a GenAI-powered Natural Language Query (NLQ) solution to help distributors and internal sales teams gain insights into customer and sales data. A key challenge was managing project complexity, which depended on data quality. ITC presented two options: using the Gemini LLM with BigQuery for Spanish-language queries or Gemini Assistant for BigQuery, which supports English and uses Vertex AI. The final choice was based on accuracy and cost-effectiveness. The solution aimed to make querying sales data easier for business users, providing tabular outputs that could be exported to Excel or visualized in Looker.

RESULTS

- Easy access to sales performance data, saving time and improving decision-making
- Detailed sales reports using natural language queries, reducing reliance on data specialists
- GenAI-powered insights to predict sales trends and adjust strategies in real time
- Sales teams and distributors can retrieve critical data instantly, focusing on selling instead of analysis
- Tailored, GenAI-driven recommendations based on sales data to optimize inventory, promotions, and sales strategies

ITC ADVANTAGE

- Our GenAI solutions integrate smoothly with your current systems, ensuring quick deployment and minimal disruption
- We provide full-spectrum AI services from implementation to ongoing support, enabling all stakeholders to leverage AI effectively