



# A F500 CPG COMPANY TRANSFORMS IT OPERATIONS THROUGH COGNITIVE CAPABILITIES



## THE CLIENT

The client is a CPG major with more than **USD 65B** in revenues specializing in a wide range of cleaning agents, personal care, and hygiene products.



## IT CHALLENGES

The consumer goods company had a rapidly changing application landscape and faced difficulties in delivering a world-class experience to the end users. The complex operational structure also led to low workforce efficiency which affected the quality of the end output. The major challenges that the client was facing included:

- Sluggish service desk performance and inconsistent end-user experience caused by rapidly changing application landscape and high contact volume
- Multiple applications led to greater complexity which required more human effort to obtain the relevant information
- Reduced response efficiency due to the high volume of low priority tickets



## IT AUTOMATION

We deployed DRYICE Lucy, a cognitive virtual assistant which helped the client simplify and streamline the entire operational structure:

- DRYICE Lucy ingested unstructured data through sensing and interaction in all its forms and helped in supporting the ever-growing user base and improved response efficiency in the process
- Enhanced user experience by generating hypotheses, considering arguments, and recommendations for the end users
- Cognition transformed three major business functions, IT service desk, HR, and order management and streamlined how they operate and function
- The scope of transformation was extended to more than 115k users with over 650,000 contacts per annum through the robust integration of more than 10 enterprise systems

## KEY BENEFITS

Massive cost saving via implementation of AI-driven cognitive virtual assistant technology

Over 40% reduction in incident resolution time

Improved response efficiency and cost control

## What is iA DRYICE iAssure

DRYICE iAssure is one of our flagship platforms. It is the world's first and only AI-led enterprise service assurance platform that the customers could consume "as a service." It drives predictability, visibility, control, and effectiveness, powering enterprises' success in the digital era.

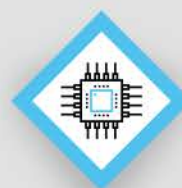


## About DRYICE

DRYICE is a division of HCL Technologies focused on building industry-leading software products for transforming and simplifying IT and business operations by leveraging AI and Cloud. Our vision focuses on:



AI-led Service Assurance



Enabling a service Oriented Enterprise



Driving Enterprise-wide Digital Agility