



A Hitachi Group Company

AI that delivers: Transforming CPG field operations with intelligence and speed

A global technology provider serving leading CPG brands needed to modernize how its field teams worked. Sales reps were overloaded with data, training took too long, and performance insights lagged behind real-world activity. GlobalLogic partnered with the client to build an AI-powered platform that **delivers real-time guidance, benchmarks performance, and recommends next-best actions** — turning raw data into smarter execution on the ground.

90

minutes saved per rep per day

70%

reduction in training time



Challenge

The client faced **significant challenges in managing and optimizing field sales performance** at scale.

Sales reps operated with limited real-time insight, relying on static dashboards and manual processes that often lagged behind dynamic in-store conditions.

Training new reps was time-consuming and inconsistent, making it difficult to scale high performance across regions. Sales leaders lacked clear, data-backed visibility into what was working—and where to intervene.

The client **needed an AI-driven solution** that could monitor activity, benchmark outcomes, and guide reps toward better decisions in the field.

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Value Created

- **AI-powered performance insights** – Real-time analysis of field activity to identify trends, gaps, and cross-sell opportunities.
- **Smart recommendations at scale** – Automated next-best-action guidance tailored to rep behavior, store type, and sales goals.
- **Streamlined onboarding and coaching** – Role-based playbooks and performance benchmarks that accelerate training and boost rep productivity.

Impact

- **90 minutes saved per rep, per day** – Intelligent recommendations and guided workflows reduced admin time and boosted selling hours.
- **70% faster onboarding** – Role-based insights and AI-curated playbooks accelerated training and ramp-up for new reps.