

SUCCESS STORY

Leading Consumer Healthcare Brand Cuts Operational Costs by 50% with AI-powered Data Analytics



Overview

A leading consumer healthcare brand partnered with Tech Mahindra to harness data to optimize shopper experiences and drive global retail innovation. Tech Mahindra enhanced their Shopper Science Laboratory (SSL) with AI-powered analytics and visualization, helping them achieve a 50% reduction in operational costs.

Client Background and Challenges

The client, a global leader in consumer healthcare, sought to enhance their Shopper Science Laboratory (SSL) to gain deeper insights into consumer behavior, optimize in-store experiences, and streamline back-office operations to reduce costs. Their core objectives included:

- Deepening consumer understanding
- Transforming data into actionable insights
- Aligning insights with retail strategy
- Driving innovation and testing
- Optimizing the shopper journey
- Capturing global consumer insights

Our Approach and Solution

Tech Mahindra implemented a solution that leverages consumer data to drive global innovation in Retail and CPG.

Data Analytics and Visualization

Tech Mahindra introduced advanced data analytics and visualization tools to help SSL gain deeper insights into consumer behavior, enabling more targeted and effective marketing and retail strategies.

Back Office Operations

Tech Mahindra streamlined back-office operations by establishing a centralized system that analyzes and transforms raw data into actionable insights powered by its BPS for Retail and CPG. These insights were seamlessly integrated into SSL's retail strategy to optimize store layouts, improve brand/product placement, and plan promotional activities catering to evolving customer preferences.

Localized Consumer Insights

Tech Mahindra utilized global data platforms to uncover localized consumer insights, allowing the SSL to tailor strategies for different regions and maximize resource efficiency.

Our data-driven approach helped transform the client's SSL, delivering a seamless shopper experience and substantially reducing operational costs.

Business and Community Impact



40% effort savings



50% reduction in operational costs



100% schedule adherence,
accelerating time-to-market



To learn more about our solutions for digital content automation, write to us at

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About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 152,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognizes global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit <https://www.techmahindra.com>

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