

CASE STUDY

Global Appliance Manufacturer Enhances Workforce Communication and Engagement by 10% using AI-Powered Solution

Overview

A global, leading appliance manufacturer with a large, diverse workforce faced communication challenges across its various locations. Many employees spoke different native languages, leading to difficulties in understanding English-language documents and instructions. This language barrier affected operational efficiency, employee engagement, and overall productivity. To address these issues, the company partnered with Tech Mahindra, a Google Cloud Premier Partner, to develop an AI-driven solution to support effective communication and engagement.

Client Background and Challenges

This appliance manufacturer's workforce is linguistically diverse, with employees collectively speaking more than 40 languages. This diversity, although a strength in many ways, presented significant communication challenges in day-to-day operations. Factory workers new to a country often struggled with language barriers, which affected their job performance and sense of belonging. Line supervisors found it hard to effectively communicate business directions and daily objectives, leading to operational inefficiencies. To support its strained multilingual employees, the company set out to improve the existing language support systems.

Our Approach and Solution

Tech Mahindra leveraged Google Cloud generative AI (GenAI) tools, like FlutterFlow, to develop a user-friendly mobile application. Named EveryVoiceEverywhere, the language translation application was created to enhance workplace safety, improve operational efficiency, increase employee engagement, and promote a diverse and inclusive workspace.

Working with Tech Mahindra, this global enterprise chose Google Cloud to platform its solution. Key components of the solution included:

- GenAI on Google Cloud: For language translation and speech-to-text/text-to-speech enhancement.
- Vertex AI: For deploying and managing machine learning models.
- Google Cloud Translation: For accurate and efficient translation services.
- Cloud Cloud Operations suite (now known as the Observability suite), Cloud Run functions, and Cloud Storage: For scalable and reliable backend infrastructure.
- FlutterFlow and Firebase: For developing a user-friendly mobile application.
- Google Gemini 1.5 Flash, Vertex AI Search, and Vertex AI Agent Builder: To enhance the AI capabilities of the application.
- Google's Identity and Access Management: For secure access control.

The solution was designed to translate daily announcements into native languages. It also incorporated speech recognition and text-to-speech functionality. Retrieval-Augmented Generation technology allowed workers to interact with company guidelines in their preferred language, so they could better understand company norms and compliance requirements.

These capabilities eliminated language barriers, improving operational efficiency and reducing misunderstandings.

Business and Community Impact

EveryVoiceEverywhere supports 40 languages, leading to greater understanding on the manufacturing floor. By acknowledging the diverse language preferences, this global household brand has fostered an engaged and satisfied workforce — one where workers feel more included and valued.

Additionally, the company realized several quantifiable benefits:

- The application achieved an 80% retention rate, indicating high user engagement.
- Employee turnover decreased by 10%, demonstrating improved job satisfaction.
- Communication across all functions, buildings, and employees improved by 10%.
- The company became an employer of choice among the immigrant community.

Because EveryVoiceEverywhere is built on Google Cloud technologies, the solution is flexible and scalable. This manufacturer can easily expand the system to include more languages and features, as needed. Moreover, Google Cloud's robust infrastructure ensures high uptime and consistent performance.

To learn more about how Tech Mahindra can help your organization create AI-powered business solutions on Google Cloud, visit <https://www.techmahindra.com/alliance/google-cloud-partnership/>.

About Tech Mahindra

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About Google Cloud

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