

CASE STUDY

Global Automaker Improves Business Decision-Making With GenAI-Powered Insights

Overview

A leading global automaker needed timelier access to market insights to power transformative business decision-making. Although the company collected volumes of customer focus-group data across its business, the data came in various formats and relied on human analysis to make it actionable. This process took time, and the insights could be subjective.

The automaker selected Tech Mahindra, a Google Cloud Premier Partner, to implement a GenAI-based data management and analysis solution on Google Cloud. This solution was designed to improve data quality and governance by reducing manual errors and subjectivity.

Client Background and Challenges

This automaking giant's market research team faced significant challenges when analyzing vast amounts of market research data. The team needed to review thousands of hours of video recordings of focus group discussions, along with related PDF, PowerPoint, and Word documents. During the process, which typically spanned six to nine months, the team encountered multiple issues. They found that the analyses were often subjective and contained manual errors. They also discovered inconsistencies because multiple teams were analyzing the data. Most importantly, because of delayed access to customer insights, the company could not quickly respond in a data-driven way to changes in customer sentiment and new vehicle demand.

Our Approach and Solution

To address these challenges, Tech Mahindra implemented a generative AI (GenAI)-based solution by leveraging Google Cloud's AI platform Vertex AI and Gemini models. The solution automated the analysis of market research videos and user surveys to generate insights based on user feedback and sentiments. Google Gemini's multimodal capabilities enabled the analysis of various data types, including video, audio, PowerPoint, Word, and PDF documents. Its large context window allowed the market research team to process entire videos as input, making the solution highly efficient. The technology stack included the Gemini 1.5 Pro multimodal large language model (LLM), Google Cloud services on Vertex AI, Cloud Run, and Cloud Storage.

By automating the analysis process, this automaker's market research team was able to pivot from manually analyzing data to providing company executives with rapidly synthesized, GenAI-powered insights for business planning.

Business and Community Impact

The Tech Mahindra and Google Cloud GenAI-based solution yielded significant benefits for this auto manufacturer, including:

- ▶ **Time savings:** Insights generation time was reduced by approximately 70%, with analysis completed within just a few weeks compared to the six to nine months previously required.
- ▶ **Cost savings:** By automating analysis, the company reduced the cost associated with manual verification of video analysis by 30% to 40%.
- ▶ **Efficiency gains:** The solution improved market research efficiency, enabling analysts and senior executives to quickly obtain synthesized insights from large volumes of video and other data.
- ▶ **Performance improvements:** The use of Gemini models ensured accurate and comprehensive analysis of various data input types, leveraging the models' large context window and multimodal capabilities.

The GenAI-based solution enabled this enterprise to connect diverse data to AI for rapid insight generation. As a result, the global automaker can react faster to market shifts and accelerate its new vehicle model launch process.

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

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ 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 recognises 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/>.

About Google Cloud

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