



Case Study

Gen AI-Powered Product Discovery & Sales Enablement for a Global Adhesive Leader

Client Overview

The client, Pidilite, is a global leader in the adhesive industry with a vast portfolio of iconic brands. They sought a solution to modernize how their sales teams interact with technical product data and pricing information across thousands of SKUs.

The Challenge?



Product Discovery Bottlenecks

High technical complexity made it challenging for executives to recommend the right products quickly.



Information Retrieval

Navigating through fragmented systems (Excel, Word, Video, Audio) was highly inefficient.



Training Overhead

New product launches and team onboarding required extensive manual training.

Solution Delivered



Intelligence Layer

Implementation of Retrieval-Augmented Generation (RAG) and structured data agents.



Scalable Architecture

A high-performance Vector DB built on Databricks, optimized for real-time processing on Azure.



Conversational Interface

An OpenAI-powered Chat and Search tool designed specifically for front-line sales teams.



Operational Excellence

Continuous support and automated frameworks for onboarding new sales personnel.

The Impact

90%+ Efficiency Gain

Drastic reduction in time spent mining information from PPTs and PDFs.

80% Enablement Reduction

Streamlined the effort required to get front-line teams ready for the field.

Customer-Centric Outcomes

Faster, more accurate product recommendations leading to improved customer satisfaction.

Outcome

From Information Overload to Instant Insights By migrating to a Gen AI-driven architecture, the organization has successfully transitioned from manual data mining to an automated intelligence model. This transformation has not only reduced operational strain but has also empowered the sales team to deliver high-value, data-backed recommendations with absolute confidence.



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