

CASE STUDY

Putting Contract Control Back in the Business: How an FMCG Multinational Used Advanced GenAI to Scale Contract Review Without Legal Bottlenecks

A GenAI-powered contract review solution that removed Legal bottlenecks, standardised contract quality, and delivered €13M in verified value in just 60 days

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THE CHALLENGE

When Legal Policy Changes Created a Business-Critical Bottleneck.

An FMCG multinational faced a growing risk in its contracting lifecycle. Legal leadership was concerned about inconsistent quality in high-risk, high-value contracts submitted to the Contract Review Board (CRB), while Procurement struggled with variable negotiation standards across portfolios.

The challenge intensified when Legal introduced a new policy restricting access to Legal support for contracts valued under €3M. Overnight, Buyers were left without legal review for thousands of contracts creating operational risk, slowing negotiations, and putting pressure on both Procurement and Legal leadership.

What began as a targeted solution for high-risk contracts quickly became one of the FMCG multinational's top five priority projects, requiring a scalable, defensible way to ensure contract quality, compliance, and commercial alignment without increasing Legal workload.

RESULTS ACHIEVED

€13M+

In value generated within the first 60 days

21%

Average improvement in contract scores

1,500+

Buyers globally enabled to review contracts without Legal intervention

To address the challenge, the FMCG multinational required:

- **Scalable contract review capability** accessible directly by Procurement
- **Standardised, objective scoring** of contract risk and quality
- **Alignment between Legal and Procurement** on preferred contractual positions
- A solution that **prevented poor-quality contracts** reaching the CRB
- **Portfolio-specific commercial playbooks** embedded into the review process
- A **Microsoft 365-based interface** familiar to business users
- **Global consistency** without sacrificing portfolio-specific nuance
- **Rapid adoption** across a large, decentralised Procurement population

SOLUTION

Consilio Legal Transformation Services designed and implemented an advanced GenAI-powered contract review and grading solution, embedded within Microsoft 365 and tailored to the FMCG multinational's Legal and Procurement operating model.

Unified Company Contracting Scorecard

Consilio first worked with Legal and Procurement to resolve misalignment on key contractual provisions. This collaboration resulted in a unified scorecard that assessed:

- Whether required clauses were present, and
- The quality of those clauses against agreed company standards

The scorecard provided a clear, objective view of contract compliance and became mandatory for all CRB submissions.

The Contract Grading App

Contracts were submitted through a Microsoft-based interface, where the GenAI solution reviewed them against Legal playbooks developed by Consilio. The tool assessed master agreements, statements of work, and supporting documents grading both risk and quality.

Buyers received clear recommendations on how to improve their contract scores before submission, ensuring that poorly negotiated contracts were addressed early and never reached the CRB unprepared.

Procurement Portfolio Playbooks

Consilio extended the solution by developing portfolio-specific commercial playbooks, enabling Procurement to test contracts against both Legal standards and portfolio-specific business imperatives. These playbooks standardised negotiation approaches globally and empowered Buyers with clear guidance aligned to their portfolio's objectives.

The Procurement Leadership Team mandated the use of the contract grading app across enabled portfolios, with phased onboarding as new portfolios were added.

Global Adoption & NDA Expansion

Following a new Legal policy limiting access to Legal support for contracts under €3M, the contract grading app became the FMCG multinational's primary contract review mechanism for Procurement. Consilio led global training and onboarding for more than 1,500 Buyers, providing ongoing support and expert guidance.

The solution was further expanded to include NDA reviews, historically one of the most sensitive and time-consuming contract types, significantly reducing Legal dependency while maintaining strong IP protection.

Ongoing Evolution

Consilio proposed and was retained to deliver a redesigned version of the contract grading app, enabling deeper collaboration, historical analysis, and more dynamic portfolio reviews as the solution continues to evolve.

The FMCG multinational unlocked €13M in verified value within just 60 days while removing Legal as a bottleneck in thousands of Procurement-led negotiations.

RESULTS ACHIEVED

The Advanced GenAI solution delivered immediate, measurable impact removing Legal bottlenecks from Procurement-led contracting while improving quality, consistency, and commercial outcomes at scale. Within weeks, the FMCG multinational transformed contract review into a business-led capability, unlocking significant value without increasing Legal workload.

- **€13M in value generated within the first 60 days**, audited by Finance
- **21% average improvement in contract scores** where portfolio playbooks were applied
- **1,500 Buyers globally enabled** to review and improve contracts without Legal intervention
- **Standardised contract quality** across portfolios and geographies
- **Significant reduction in Legal dependency** for sub-€3M contracts
- **Improved CRB decision-making**, supported by consistent, structured contract reports



Get Started:

Discover how Consilio Legal Transformation Services can help you scale contract review, unlock value, and embed AI-driven capabilities across Legal and Procurement.

Talk to us about GenAI-enabled legal transformation.