

## CASE STUDY

# Scaling Legal Intelligence at Global Speed

*How Consilio Enabled a Global FMCG Leader to Unlock the Power of Generative AI*



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## THE CHALLENGE

### Driving Cost Efficiency, Scale, and Quality Across a Global Legal Function

A Global FMCG multinational's Legal leadership faced increasing pressure following a company-wide cost containment review initiated by a new CEO. Legal was challenged to improve efficiency, deliver superior service at lower cost, and create scale across its global organisation without increasing headcount.

At the same time, leadership at the Global FMCG Leader saw an opportunity: Could Legal Generative AI materially improve speed, quality, and consistency across its worldwide legal team, including Powerhouse hubs in Bangalore, Barcelona, and Mexico City? To succeed, the FMCG multinational needed more than a technology experiment. It required a structured, defensible approach to evaluating, implementing, and embedding GenAI across a complex global legal environment while ensuring adoption, maintainability, and measurable return on investment.

#### What Success Required:

- Clearly defined **GenAI use cases aligned to legal outcomes**
- **Independent evaluation of Legal GenAI tools** against real-world requirements
- A **Proof of Concept** to validate performance, usability, and ROI
- A **scalable approach** suitable for a global legal organisation
- **Training and change management** to drive adoption
- **Measurable KPIs** to justify investment and support decision-making
- A **sustainable operating model owned by Legal** rather than IT

## CONSILIO RESPONSE

Consilio Legal Transformation Services partnered with the Global FMCG Leader to deliver an outcomes-led, structured approach to selecting and implementing Legal Generative AI across the FMCG multinational's legal organisation.

# An 8-week pilot generated enough value to fund a full year of GenAI licences enabling confident global rollout across a 600-lawyer organisation.

### Phase 1 Use Case Definition & Tool Evaluation

Consilio worked closely with Legal leadership to document and prioritise key use cases, focusing initially on:

- Contract review
- Bulk data extraction

Beyond technical performance, Consilio introduced a secondary evaluation lens focused on organisational fit including maintainability, usability, and long-term scalability. This ensured the FMCG multinational avoided tools that were powerful in theory but impractical to manage at enterprise scale.

### Phase 2 Proof of Concept & Implementation

Consilio led an 8-week pilot that included:

- **General AI upskilling** for legal professionals
- Specialist **prompt-engineering training** developed by Consilio
- **Tool-specific skills training** and capability stacking
- **Regular office hours** for live troubleshooting and learning
- **Development of standard prompts** for priority use cases
- **Measurement of KPIs** defined at the outset of the pilot

### Phase 3 Global Rollout & Capability Expansion

Following the success of the pilot, the Global FMCG Leader rolled the GenAI tool out globally to more than 600 legal professionals. Consilio supported further upskilling, including Microsoft Word playbook-based contract review and multilingual contract analysis unlocking new efficiencies and cost savings.

In 2025, GenAI support was transitioned into the FMCG multinational's Powerhouse team in Bangalore, with Consilio continuing to support more advanced GenAI use cases.

## RESULTS ACHIEVED

By applying deep legal domain insight, structured methodology, and practical change management, Consilio Legal Transformation Services translated Generative AI from a promising concept into a measurable, enterprise-ready capability. The Global FMCG Leader achieved rapid, defensible outcomes improving speed, quality, and scalability while establishing a sustainable operating model owned by Legal and built for long-term value.

### Key Results:

- 70%+ faster contract reviews
- 98%+ faster bulk data extraction
- ROI achieved within 8 weeks, funding a full year of licences
- 600+ legal professionals enabled globally
- Language barriers removed, enabling recruitment based on expertise rather than language
- Reduced reliance on external translation and specialist legal counsel
- The FMCG multinational awarded the Financial Times “In-house Legal Team: Innovation in Using Generative AI” (2024)



### Ready to unlock real value from Legal GenAI?

Speak to our Legal Transformation experts about designing and scaling GenAI for your organisation.

For more information, visit [Consilio.com](https://www.consilio.com).