

CASE STUDY

From Reactive Data Delivery to Revenue-Enabling

SQA Group identifies AI and automation pathway for wine distributor

CHALLENGE

One of the largest wine and spirits distributors in the United States was facing several challenges in terms of its commercial operations team's ability to impact revenue generating activities.

The team was sitting on a sizeable amount of dark data and hidden insights that – if elevated – could have an immediate impact on setting go-to-market strategy, identifying product launch opportunity, and shaping a more personalized customer experience. But the team lacked internal expertise and bandwidth to unearth actionable insights. They were mired down with ad-hoc reporting and data requests, limited business intelligence (BI) tooling, and no single pane to view all data.

SOLUTION

SQA Group provided a custom blueprint for the distributor to utilize artificial intelligence and automation. SQA Group led the distributor through a series of workshops, and a data and tech ecosystem review, to land on prioritized AI/automation use cases that would have the biggest impact on revenue, company-wide data maturity, and team morale.



SQA Group's AI Team identified opportunities around chat bots and automation of sales communication to free up my team to be more strategic. The team has the experience in this space to help facilitate pricing execution and ROI analysis to help my drive it through my organization.

-Senior Director of Commercial Operations

Recommendations included:

- **Automate Communications:** Create bandwidth for the commercial ops team by implementing functionality such as a low-code chatbot or conversational AI help desk and automated data report generation.
- **Enable the Salesforce:** Position the sales team to be the most knowledgeable person in the room by ensuring they have access to real-time inventory information by using modern BI tools (Tableau, Power BI, etc.). Automate data delivery analysis through natural language generation, and elevate relevant market trends to create competitive pricing models.
- **Empower the Customer:** Extract regional and industry trends from internal data, augmented with 3rd party data, to create publicly available customer trend reports. Further, build online customer segmentation models to drive personalized recommendations and end-to-end digital experience.

IMPACT

SQA Group created an AI and automation roadmap, prioritizing specific places to implement advanced analytics to drive revenue, competitive differentiation, and a superior digital customer experience. Recommendations included:

- Conversational AI help desk solution
- Automated report and analysis generation
- Tableau or PowerBI integration
- Natural language generation auto-annotator
- Augmenting internal data with 3rd party data
- Advanced customer segmentation models
- Next-gen end-to-end digital experience