

# Streamlining marketing training with AI-generated cheat sheets

Our generative AI solution simplified the process of selecting the most suitable research methodology in the CPG industry by providing easily digestible and up-to-date cheat sheets.

# 4x

FASTER CHEAT SHEET  
CREATION

STRUCTURED  
& ENGAGING  
LEARNING  
MATERIALS

## COMPANY IN A NUTSHELL

Consumer Packaged Goods (CPG)



Industry  
CPG



# of employees  
>46,000



Target audience  
Company-wide

## THE CHALLENGE

- Navigating the complex landscape of research methodologies can be overwhelming in the fast-paced CPG industry
- The ask was to summarize a comprehensive master manual of available methodologies within the company so that every division could make the most of it



## OUR APPROACH

- We employed a generative AI solution to curate and transform existing research methodology content into structured and engaging cheat sheets tailored for marketers and sales teams in the CPG industry
- **The AI-driven creation enabled us to deliver unified, consistent information that is easily digestible by learners, allowing them to quickly identify the most suitable research methodology for their objectives**

## TECHNOLOGY



Open AI GPT model



Infrastructure based on Azure: Azure Web App,  
Azure Machine Learning, Function App

AI-powered solution allowed to distill a complex 150-page document into a concise and accessible 5-page summary

**23** Research methodologies

**150+**

Research pages analyzed

**5** Pages of condensed material created

## TIME TO GENERATE CHEATSHEETS

**2 hours**

Vs. 8 hours

**6 hours saved**



## CONSULTANT WORK VALUE

**\$380**

Vs. \$1,520

**\$1,140 saved**



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