

# A Multinational CPG Company Transformed Manufacturing Operations with C3 Generative AI



## Value-Driven Benefits

### 42%

reduction in time spent by operators searching for key information

### \$2M

annual economic benefit from reduction in manufacturing downtime

## Introduction

A leading global consumer packaged goods (CPG) company partnered with C3 AI to transform how its manufacturing and management teams access, analyze, and act on operational data. The deployment of C3 Generative AI has enabled faster troubleshooting, reduced inefficiencies, and enhanced decision-making across production sites worldwide.

## Challenges

The company's manufacturing and management teams spanned multiple plants, each with its own data repositories, workflows, and documentation systems. Critical information, including standard operating procedures (SOPs), maintenance manuals, and troubleshooting guides, was scattered across systems and file types, making it difficult for operators to find accurate guidance in real time.

The creation of performance dashboards was also slow and manual, requiring hours of effort to consolidate key performance indicator (KPI) data. These fragmented processes limited visibility into plant performance and delayed response to emerging production issues.

The company sought a solution that would provide instant access to all relevant data sources, and deliver trusted insights in critical moments during operational procedures and decision-making processes.

## Solution

The company deployed C3 Generative AI to streamline information retrieval and boost operational efficiency across key manufacturing sites. The solution features three core capabilities:

1. interactive search across maintenance manuals, SOPs, and troubleshooting guides
2. rapid search across feedback forms (e.g., safety, quality) submitted by manufacturing personnel, and
3. instant access to KPI data for management.

These features enable faster issue resolution on the shop floor, reduce time spent on manually searching for key pieces of data, and empower leaders to quickly identify and address performance gaps — enhancing both productivity and operational decision making.

# Results

C3 Generative AI for Manufacturing has delivered exceptional results for the company:

## Operational Efficiency

- Reduced time spent on manual data retrieval and troubleshooting
- Accelerated issue resolution with AI-guided insights

## Workforce Enablement

- New employees are empowered with expert-level support from a vast array of data sources
- Improved confidence and independence in operators working on the factory floor

## Data-Driven Decisions

- Management has real-time access to performance metrics and trends
- Enhanced visibility to quickly identify and act on critical performance issues

# Inside the Digital Transformation

Over a 12-week period, the company partnered with C3 AI to configure and deploy a generative AI-powered solution aimed at improving frontline productivity and operational visibility. The joint team worked together to integrate data from three disparate sources — maintenance manuals, feedback forms, and KPI systems — each with decades of data in varying formats, structures, and business relevance.

After ingesting the data, the team configured an interactive search and chat interface that would interpret and unify structured and unstructured data, enabling instant access to previously siloed information through natural language queries. The application included features for KPI graphing, statistical and trend analysis, and AI-driven summaries of thousands of user-submitted forms — surfacing actionable insights across lines, shifts, and sites.

To meet the differing needs of both operators and managers, the application's user interface (UI) was customized to support intuitive troubleshooting workflows and fast, seamless access to asset performance metrics. Operators now can retrieve detailed guidance on equipment issues in seconds, while newer employees can confidently and expertly execute tasks previously achievable with years of experience. Management gained real-time visibility into performance gaps and relevant trends in key pieces of equipment, without needing to manually build dashboards.

As users were trained and onboarded, the application quickly proved its value — capturing and conveying important tribal knowledge, accelerating time-to-resolution across the factory floor, and empowering employees with data-driven decision making. With this application, the company is now positioned to scale these capabilities across additional sites and explore adopting AI in their manufacturing operations and supply chain optimization.

This project marks a significant step forward in the company's digital transformation journey. By integrating fragmented data sources within a powerful, generative AI-driven interface, the joint project team has equipped the company's factory operators and managers with instant access to critical insights — reducing inefficiencies in processes, improving troubleshooting speed, and enabling intelligence-led decision

making at every level of the organization. Tasks that once required deep institutional knowledge or weeks of manual effort can now be completed in seconds through an intuitive, conversational interface. The result is a more agile, informed, and empowered workforce — laying the foundation for sustained productivity gains and smarter operations across the company's manufacturing sites.

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## About the Company

- A diversified global CPG company
- Over \$40 billion in annual sales

## Project Highlights

- **Rapid Integration Across Data Sources:** Over a three-month timeline, the team successfully integrated three critical data types — maintenance manuals, user forms, and KPI systems — into a unified AI-powered platform.
- **Production Deployment:** The solution was deployed in a live manufacturing environment, supporting real-time operations and decision-making
- **User Training & Adoption:** Operators and management teams were trained to use the interactive search and KPI tools, enabling quick adoption and immediate productivity gains.
- **Actionable Insights at Scale:** The application processes thousands of user-submitted forms — often captured in varying formats — and intelligently extracts key themes, issues, and trends. This allows users to easily surface insights across shifts, lines, or sites, regardless of input variability.

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## Proven Results in Initial Production Deployment

Visit [C3.ai/get-started](https://C3.ai/get-started)