



Enhancing Productivity and Efficiency at Coca-Cola Beverages Vietnam with an Innovative Gen AI Conversational Interface

About the Client

Coca-Cola Beverages Vietnam operates plants in Ho Chi Minh City, Da Nang, and Hanoi, creating over 1,400 direct and 2,200 indirect jobs. The company offers a wide range of high-quality beverages, including low-sugar and sugar-free options, while expanding its product portfolio and market reach. In Vietnam, its brands include Coca-Cola, Coke Zero, Sprite, Fanta, Minute Maid, Schweppes, Dasani, Aquarius, Fuzetea+, Georgia, and Thums Up Charge. Coca-Cola Beverages Vietnam has been part of Swire Coca-Cola Limited, a subsidiary of Swire Pacific Limited, since January 2023.



Client Requirements

Coca-Cola Beverages Vietnam identified that cooler productivity optimization is an operational milestone with a significant impact. The CDE dashboard had valuable data; however, the field team did not have an easy way to obtain real-time and actionable insights necessary to verify ROI and act promptly. The field team needed a way to query, monitor, and decipher performance easily in its context.

- **Tracking ROI Visibility and Performance** - The field team needs immediate and easy insights to cooler ROI and performance, yet cannot view these data points in field from static dashboards.
- **Complexity Across Multiple Performance Scenarios**- Given the five cooler performance tiers of Excellent, Optimal Position, Improve Performance, Monitoring Performance, and Inactive, teams found it difficult to decipher changes and be able to follow their outstanding customers in each performance tier and even discover performance gaps on static dashboards.
- **Real-Time Reporting and Alerts** - Sales reps do not have automated intelligence to know when customers enter all- important performance tiers (Monitoring Performance or Inactive), causing delays to their decision-making and corrective behavior.

Happiest Minds' Solution

Happiest Minds developed a GenAI-powered conversational interface integrated directly inside Microsoft Teams, allowing easy access to cooler productivity insights. Powered by Retrieval-Augmented Generation (RAG) and Azure OpenAI, with the backend integration of the CDE dashboard and SAP segmentation data, the solution provides rich contextual real-time intelligence.

Thus, it permits teams to ask simple, intuitive questions to the GenAI chatbot and receive answers on complex performance and segmented data. From dashboard-heavy information, it takes instant conversational insights into the hands of salespeople, addressing the challenge of ROI visibility by providing clarity on cooler performance, utilization, and high-impact locations without needing to sift through multiple sources.

It actually maps into Coca-Cola logic for all five of their performance scenarios, automatically interpreting category movements by default. It responds to queries such as, "Show me customers who moved to Monitoring Performance this week," or "Top performers in Optimal Position among Gold customers," it solves the challenge of interpreting complex performance categories and provides scenario-based insights dynamically rather than through static dashboards.



The solution also ensures that whenever a customer shifts into a critical performance category, the corresponding field teams are informed instantly. This directly addresses the challenge of real-time monitoring, enabling timely responses such as cooler repositioning, targeted visits, and prioritization of customer engagement.

By integrating SAP segmentation (Gold/Silver/Bronze), the solution adds contextual intelligence. This improves prioritization, operational planning, and field productivity. Finally, multilingual support and Teams-based deployment ensure easy adoption and a seamless user experience across the organization.

Tools & Technologies

- Azure Databricks
- Azure OpenAI
- Azure SQL Server
- Azure Bot Services
- Microsoft Teams

Value Delivered



Enhanced Decision-Making

Real-time, natural language insights transformed how sales and asset management teams analyzed cooler performance and ROI.



Improved Operational Efficiency

Eliminated the need to manually navigate dashboards, saving time and improving actionability during field visits.



Scalable Architecture

Built to expand across additional performance metrics, new regions, and future GenAI enhancements.

About Happiest Minds

Happiest Minds Technologies Limited (BSE, NSE: HAPPSTMNDS) is an AI First, customer-centric digital engineering company committed to delivering 'Happiest People . Happiest Customers'. With an integrated approach that spans from chip to cloud, Happiest Minds delivers secure and scalable solutions across product engineering, cybersecurity, analytics , and automation platforms. Happiest Minds brings purpose and precision to every engagement, helping enterprises solve complex business challenges and fast-track their digital evolution across industry sectors such as Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics.

Happiest Minds has been honored by both the Golden Peacock Awards and the Institute of Company Secretaries of India (ICSI) for its exemplary Corporate Governance practices. Guided by its mission of 'Happiest People . Happiest Customers' and consistently recognized as a great place to work, Happiest Minds is headquartered in Bengaluru, India, with a global presence across the Americas, UK, Europe, Australia, the Middle East, Africa, and Asia.

To know more about our offerings. Please write to us at business@happiestminds.com



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