

OVERVIEW //

The client

The client is a Swiss multinational manufacturer of flavours, fragrances and active cosmetic ingredients.

The business problem

The client's pain point was the high ratio of lost briefs. The communication between the sales representative and the assessment team was not based on fact. The brief process (from opportunity capture to sending the samples to the customer) was time and resource consuming.

Outcome and value

Upon successful completion of the PoC (proof of concept), the customer requested adesso's expertise in the design and implementation of the machine learning pipeline in order to industrialise the solution.

A productive application uses the information about the propensity to win to make informed decisions about new leads.

Scope

Assessment worldwide

FLAVOUR AND FRAGRANCE MANUFACTURER // PROPENSITY TO WIN (PTW)

Challenges and solution

Capturing, assessing and processing a lead or a new customer request is time and resource consuming. The challenge is to assess these new opportunities and prioritise them based on factual information from the customer/lead, the product, the market segmentation and so on, instead of emotional discussions between sales and the assessment teams (estimated sales potential value, for example). adesso helped the client solve this issue by developing a machine learning model that scans the historical data from old flavour opportunities and generates a propensity to win for new ones.

adesso proposed and developed a solution to interpret the propensity to win value, giving both sales representatives and assessment teams more insights into the driving factors of the propensity to win.

Key deliverables

- > Delivering a proof of concept that shows the potential of propensity to win
- > Providing exploratory data analysis that shows the relevant data for the project
- > Developing a web application for customer profiles based on a clustering model
- > Implementing a machine learning pipeline for scaling the project into production

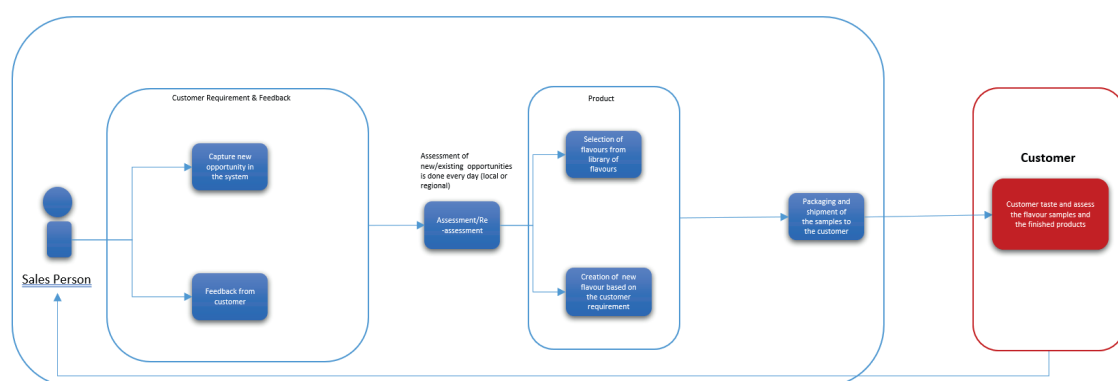


fig. 1: Process if a customer (such as Nestlé) has a request about setting up a new flavour

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