

CUSTOMER SPOTLIGHT

Multinational CPG company of beauty and cosmetics uses AI to identify ways to drive \$10M in additional sales by optimizing first orders in 17 days



Company Profile

Multinational manufacturer and distributor of beauty and cosmetics products

Industry

Consumer Goods and Manufacturing

Region

International

Challenge

A global cosmetics and manufacturing company aimed to improve the rate of consultants closing their first sales order and optimize resources spent for sales consultant recruitment and training.

Solution

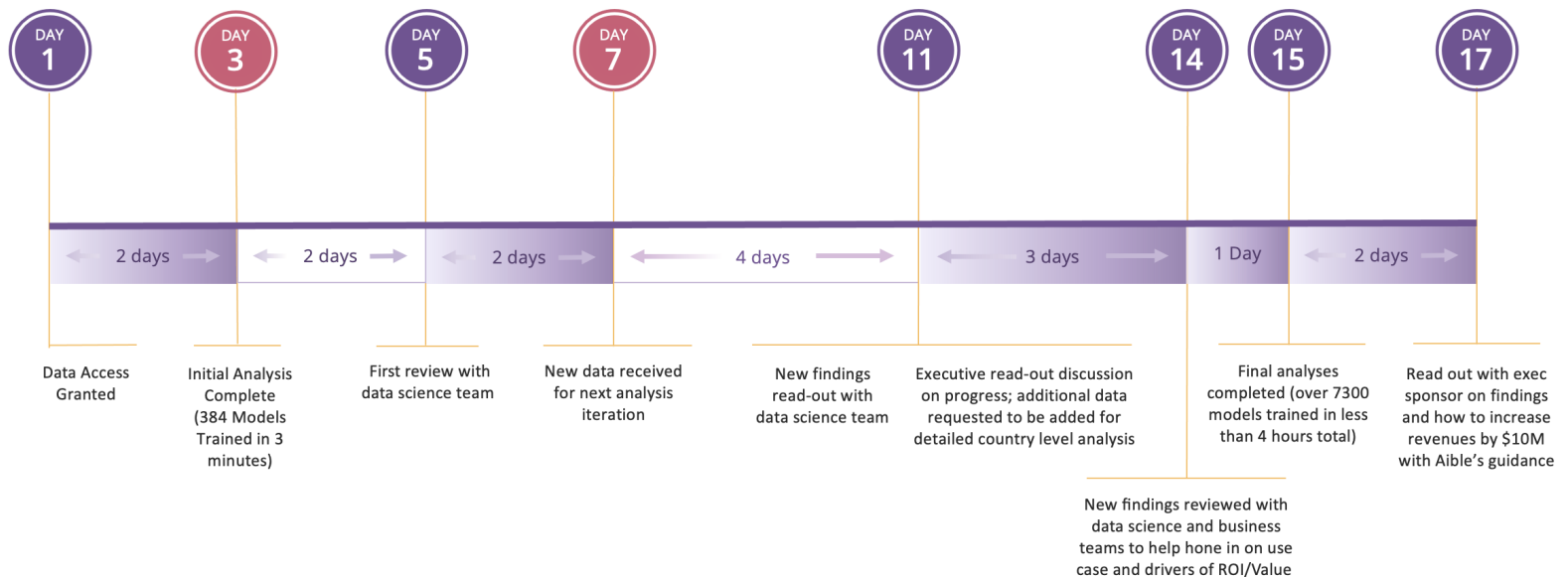
Aible identified potential sales consultants who are most likely to close their first order. This helped in determining which candidates to prioritize for in-person training versus less resource-heavy, all-digital training.

Use Case & Project Details

- **Use case analyzed:** Onboarding and first order optimization
- **Project Results:** \$10M revenue
- **Time from data provision to project completion:** 17 days
- **Elapsed time from start of model training to completion of over 7300 models on serverless infrastructure:** 4 hours total across over 30 project iterations

Outcome

Aible helped identify ways to increase revenue by \$10M with serverless AI in 17 days.



“The speed of the Aible product and the rapid iteration it enables is outstanding. I challenged them to train the models live in front of me. The first set of models completed training in less than a minute and several hundred models completed in less than 3 minutes. This was for a significant sized business dataset that had taken us much longer to analyze manually.”