



Case Study: FMCG Industry

How Jaleel, a Leading FMCG Enterprise, Modernized Procurement with Generative AI-Powered Solutions

Jaleel, a large FMCG enterprise, sought to streamline its procurement processes, which were hindered by manual methods, delayed vendor communications, and a lack of transparency in the bidding process. The company partnered with a technology provider to develop a comprehensive solution aimed at modernizing the procurement workflow.

The Challenge

The existing procurement process faced several key issues:

Manual and Time-Consuming Processes:

Heavy reliance on emails and phone calls led to inefficiencies and increased administrative work.

Limited Vendor Engagement:

Vendors lacked a convenient platform for real-time interaction and updates during the bidding process.

Lack of Transparency:

Vendors found it difficult to track their bids, leading to frustration and decreased engagement.

At a Glance

Industry: FMCG

Company: Jaleel Holdings

The Solution.

Admin & Vendor Portal:

Centralized bid management, real-time tracking, reduced manual efforts.

AI-Powered WhatsApp Chatbot:

Seamless vendor interaction, real-time updates, and intelligent responses via WhatsApp.

Business Impact

- 30% faster vendor responses.
- Procurement cycle time reduced by 40%.
- 85% improved vendor satisfaction.
- Saved man hours with automation.
- Vendor control & spend insights.

The Solution:

To modernize its procurement process, Jaleel implemented a two-part solution



Admin and Vendor Portal:

This centralized platform streamlined procurement by managing bid submissions, tracking progress, and ensuring transparency for both internal teams and vendors. It reduced the reliance on manual communication, offering a more efficient and structured process.

Generative AI-Powered WhatsApp Chatbot:

Integrated via the Meta Developer Portal, this chatbot enhanced vendor engagement by providing a familiar WhatsApp interface for real-time interaction. Powered by generative AI, the chatbot offered several key features:



Natural Language Understanding:

It comprehended vendor queries in natural language, eliminating the need for rigid commands.



Intelligent API Orchestration:

Dynamically identified and executed relevant API calls using OpenAPI Swagger documentation, handling both simple and complex vendor requests.



Seamless WhatsApp Integration:

Vendors interacted with the procurement system directly through WhatsApp, providing a convenient and familiar experience.



Real-Time Updates:

Vendors received immediate notifications on their bid status and ranking directly via WhatsApp.



Context-Aware Responses:

The generative AI provided intelligent, context-aware replies, making interactions more relevant and efficient.

AWS Services Used



AWS Lambda:

Serverless computing for handling chatbot interactions and message processing.



Amazon Bedrock:

Hosting the generative AI model for natural language processing and API identification.



Amazon EC2:

Scalable backend for chatbot-procurement system integration.



Amazon RDS:

A PostgreSQL database to store chatbot conversation history and other dynamic data.

Third-Party Services Used



Meta Developer Portal for WhatsApp Cloud API:

Facilitates seamless communication within WhatsApp.



OpenAPI Swagger:

Enables intelligent API orchestration for vendor queries.



Business Impact



Enhanced Vendor Engagement

Vendors now have multiple user-friendly channels for procurement, boosting participation and responsiveness.



Streamlined Communication

Real-time updates via the chatbot have minimized delays and improved vendor interaction.



Improved Accessibility

The WhatsApp chatbot allows vendors to engage with the procurement process anytime, anywhere.



Increased Efficiency

Automation of bid management and communication has significantly reduced manual effort, optimizing the procurement workflow.

Key Business Benefits



Improved Vendor Response Rate:

Vendors now respond to procurement updates 30% faster through WhatsApp.



Increased Vendor Satisfaction:

Over 85% of vendors reported a more positive experience using the WhatsApp chatbot compared to traditional methods.



Enhanced Good Governance:

A procurement process with fairness ensured transparency, leading to better price discovery for both Jaleel and vendors



Procurement Cycle Time Reduced:

The entire procurement process time has been reduced by 40% due to automation.

Conclusion

By adopting a centralized portal and a generative AI-powered WhatsApp chatbot, Jaleel has successfully transformed its procurement process. The solution not only reduces communication delays but also enhances vendor engagement and operational efficiency, driving business success.



JALEEL
HOLDINGS

For more information on how our generative AI solutions can transform your procurement process, contact us at

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