



AN ARTIFICIAL INTELLIGENCE-LED TRACKING TOOL FOR EARLY IDENTIFICATION OF TRENDS FOR NEW PRODUCT DEVELOPMENT

Imagine having the ability to spot the next big trend, even before that trend becomes popular. Through the use of Sentinel, an Artificial Intelligence-led (AI) platform, our Consumer Packaged Goods (CPG) clients now have the ability to harvest, codify and analyse structured as well as unstructured data from diverse sources such as social media, newsfeeds and images to identify opportunities for New Product Development (NPD).

Sentinel, our always-on solution, listens and automatically tracks and captures social metrics such as buzz, mentions, reach, sentiments and impressions for emerging brands and trends. This AI-led platform not only accelerates the innovation process by unearthing the latest trends far more quickly, it reduces the risk of failure thus saving time and money in the process.

Sentinel's salient features allow our clients to spot new trends quicker and significantly improve the chance of success for NPD and acquisitions. These include:

- Highly scalable platform tracking more than 10,000 brands at a time
- 100 percent visibility over competitors
- AI-powered classification and segregation of brands and categories into actionable segments for analysis
- Continuous self-learning algorithms for improved data enrichment and tracking

Case Study: A Global Beverage Company

Business Objectives

- A leading global beverage manufacturer was seeking a way to expedite market scanning in order to fuel efforts to grow their brands organically and inorganically. They also wanted an automated way of continuously keeping a pulse on the 'emerging brands,' track them and identify profitable bets early on

WNS Approach

- Created taxonomy for identifying themes in unstructured data i.e. social and online content and trained algorithms to detect specific attributes for emerging brand and trends
- Used historical data and business inputs to calibrate the search criteria to identify top performing trends as well as brands across themes
- Automated the refresh of data which allowed for an 'always-on' system with early warning alerts and insights

Business Impact

- Quicker time-to-market than competitors
- Significantly increased the success rate for NPD launches
- Reduced research costs

The insights generated are now being used strategically for brand repositioning, product innovation, new ventures and M&A activity.

To learn more on how you can improve your NPD research, contact

Brian Burchfield, SVP, Data & Analytics | +44 7384 894123 Brian.Burchfield@wns.com

