



PROJECTS THAT TRANSFORM BUSINESSES:
BLUETAB USE CASE

Empowering Field Sales Teams

What if you could turn field sales turnover into instant access to expert knowledge from day one?

A leading consumer goods company in Latin America did exactly that. By implementing conversational AI, the company streamlined onboarding and gave field sales teams immediate access to the information they need, with **80% response accuracy**.



Business Outcomes



OPERATIONS

- Streamlined onboarding with a digital mentor that helps new salespeople get up to speed faster.
- Reduced manual information rework by 30%, giving field sales teams more time to focus on closing deals.



RELIABILITY

- Achieved 80% response accuracy, helping sales teams negotiate with customers using current, reliable data.



BUSINESS

- Enabled immediate access to stock and promotion information through WhatsApp during customer visits, reducing friction at the point of sale.
- Created a scalable model that can be expanded across the distribution network without a proportional increase in traditional operating costs, while also reducing the operational impact of field sales turnover.



Client Profile

A leading multinational consumer packaged goods (CPG) company in Latin America, with a complex distribution network and field sales force.



Implementation Time

10 MONTHS



Situation

- **Field sales:** Sales representatives needed immediate access to critical information to close deals while meeting with customers.
- **Everyday channels:** The business needed agile tools embedded in the channels sales teams already use every day to improve execution at the last mile.



Challenges

OPERATIONAL

- **Information silos and technical barriers:** Critical data, including stock, promotions, and customer history, was locked inside complex, unintuitive systems. There was no effective bridge between enterprise data and the fast, practical language field sales teams need.
- **Access friction:** Without tools available through everyday channels such as WhatsApp or lightweight web environments, sales representatives relied on slow manual processes that prevented immediate responses during customer visits.

EFFICIENCY

- **Learning curve:** New salespeople faced lengthy and costly training cycles before becoming fully effective.
- **High turnover:** Frequent turnover led to a continuous loss of tactical knowledge, directly affecting customer service quality and sales performance.



Solution

Conversational AI for the future of field retail.

Bluetab designed a unified cloud architecture built around a multi-agent approach, delivering a tailored solution that gives field sales teams immediate access to enterprise knowledge through the channels they already use.

SALES ASSISTANT

Response accuracy:

~80%

Interaction:

FULLY INTEGRATED INTO EVERYDAY COMMUNICATION CHANNELS



Capabilities:

- Real-time stock queries and validation of active promotions during customer visits

AI MENTORING MODULE

Guidance:

ON-DEMAND SUPPORT AT THE POINT OF SALE

Capabilities:

- Live digital mentoring to improve customer approach and interaction techniques

INTEGRATION

Direct access:

- Users can interact directly with enterprise data in natural, sales-friendly language, reducing friction and eliminating manual information rework in the field.

NEXT STEPS

- **Evolution and rollout:** Continue expanding the conversational assistant across the distribution network and **drive adoption of the mentoring module to maximize productivity at the point of sale.**

READY TO TURN YOUR NEXT CHALLENGE INTO A SUCCESS STORY? LET'S TALK.

contactlatam@bluetab.net