



Customer success story

Scale and simplicity for a global hospitality services provider

With AWS, the company streamlined its ecosystem gains and boosted the data visibility it needed to run its multinational operations

Customer challenge

When it comes to its customer base, diversity is a key success factor for our client, a global hospitality services provider. The company's wealth of clients across the UK and Ireland ranges from schools and offices to factories, hospitals, stadiums and government.

For its digital ecosystem, the company sought a streamlined, simplified approach. It wanted to eliminate the fragmented, diverse technologies that ran its operations in catering, cleaning and facilities management services. Its digital landscape was complex, with 4,000 units across six business sectors and transactions flowing through 11,000 point-of-sale (POS) systems. With a dozen different POS systems across its locations, data visibility was a challenge. Category mapping was slow and manual. Because each POS provider used different names for the same products, sales and stock data had to be standardized manually.

The company sought to simplify its digital landscape to boost operational efficiency and end-customer experience. It chose AWS for its underlying cloud infrastructure and partnered with AI/ML specialist Inawisdom, a Cognizant company, to align its data and systems and provide insights.

AWS + Cognizant solution

We began by re-architecting key systems and moving them to AWS, enabling better communication among disparate platforms. With the cloud foundation in place, the client's digital ecosystem was more flexible and ready to scale to meet future demand—meaning more data sources could be added and more AI models deployed over time.

Next, our team examined the breadth and source of the client's data, including the transactional data from its multiple POS systems. Varying in formats and timeframes, the data was ingested, cleaned and standardized. Cutting-edge AI models were applied to deliver near real-time insights to the client's team via sleek, easy-to-use dashboards.

The product mapping process was critical. Natural language processing (NLP) was a perfect solution for the variety of product names used by the different POS systems. It allowed products to be identified, standardized and gathered into one location for easy visualization. Our team's AI solution categorized one million products in just six weeks—a process that would have taken the client years to do manually.

Once the transaction data was brought together, additional ML models were overlaid to enable the client to learn more about its end-customer buying habits.



The results

More informed decisions with daily visibility into operations

The company now has a fully integrated digital ecosystem, built on secure cloud infrastructure, that provides a daily snapshot of how the business—and its end-customers—are operating

With accurate, easily accessible insights, the company makes informed decisions faster to improve CX, boost efficiency and drive sales.

Additionally, the project paved the way for new digital product development that's a core part of the company's multi-channel strategy. End-customers can engage on multiple device types, interact with personalized content and receive loyalty rewards.

Highlight

- A centralized, up-to-date view of stock, sales and purchasing data from every business unit provides an accurate daily picture of the business.
- In six weeks, confidence in product categorization jumped from 17% to 93%. With greater visibility into when purchases were occurring, the company improved its labor planning and adapted site opening hours to suit customer needs.
- Real-time insight into cross-purchasing behavior lets the company predict future stock levels, assess current trends and make amendments as needed.



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