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Happiest Minds collaborates with Coca-Cola Beverages Vietnam

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By **Shraddha Warde** | January 16, 2025



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Happiest Minds Technologies Limited, a 'Born Digital. Born Agile', Mindful IT Company, announced its new association with Coca-Cola Beverages Vietnam, creating a series of GenAI solutions through its Generative AI Business Services (GBS).

In a consultative approach, Happiest Minds collaborated closely with the strategic team at Coca-Cola Beverages Vietnam during a discovery phase. This phase aimed to comprehensively understand the business requirements and explore how GenAI could effectively support them in achieving their goals.

Coca-Cola Beverages Vietnam presented two business cases necessitating technology transformation to enhance organisational productivity and operational efficiency.

Augmenting HR Efficiency: The policy information across different business functions at Coca-Cola Beverages Vietnam was scattered across multiple documents, causing inefficiencies for employees searching for relevant information. This fragmentation impeded productivity and hindered effective decision-making processes within the organisation.

Monitoring Cooler Productivity: Sales reps and asset managers at Coca-Cola Beverages Vietnam must monitor cooler RoI nationwide, engaging with retailers to enhance productivity. Presently, they navigate multiple systems to assess customer performance, pinpoint focus areas, and identify outliers. Streamlining this process would optimise cooler productivity, fostering better retailer connections.

Read online: https://nuffoodsspectrum.in/news/16/21920/happiest-minds-collaborates-with-coca-cola-beverages-vietnam.html
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