

CUSTOMER SUCCESS

How Esme Consumer turns enterprise data into instant intelligence with Claude and CORESight

From fragmented data and manual reports to real-time insights, faster decisions and proactive business action.



Minutes, not days

To investigate business questions



240+ SKUs

Across NE Retail, NE Parlor and Blue Heaven



3 enterprise systems

Massist DMS, SAP and CRM



110 users in production

Including 20 users from the leadership team with conversational AI access

THE CUSTOMER

Esme Consumer

Esme Consumer is an Indian beauty and personal care company with 240+ SKUs across its NE Retail, NE Parlor and Blue Heaven businesses, spanning modern trade, general trade, e-commerce and Amazon.

THE CHALLENGE

Growth outpacing data

As Esme Consumer grew, sales, inventory and customer information became fragmented across CRM, ERP, e-commerce platforms, Amazon, POS systems and spreadsheets. Teams spent weeks manually combining data, often finding different numbers for the same SKU, and had to wait for analysts to prepare reports before they could make decisions.

This created key business challenges:



Inventory

Stock-out risks were often identified only after they occurred.



Sales

Reconciling sales information across channels required significant manual effort and time.



Demand planning

Teams lacked a timely, connected view of data to support accurate forecasting and planning.

THE SOLUTION

Claude-powered intelligence with CORESight

CoreOps.AI connected and standardized Esme Consumer's CRM, ERP, sales and e-commerce data and deployed Claude-powered intelligence through CORESight. Business users can now ask questions in plain English and get back a number, a chart and a written explanation, including what's driving the result and what to do about it.



How Claude works at Esme Consumer

- Understands business questions in Esme's context (e.g. "month" means 26th to 25th for field sales).
- Generates analysis code that runs within Esme's secure environment on governed data.
- Uses Claude Opus 4.8, Sonnet 4.5 and Haiku 4.5 for the right tasks, balancing depth, speed and cost.
- Deployed through AWS Bedrock, keeping Esme's data within its own AWS environment.

THE IMPACT



Weeks to minutes

Analysis and reporting that took weeks can now be completed in minutes, often seconds.



110 users in production

20 leadership users with conversational AI access.



11 report modules

Refresh automatically overnight and on demand (reducing 4–8 hours to seconds).



12–24 hours saved

Manual reporting effort by three analysts per cycle.



281,000 records daily

Across 3 enterprise systems (Massist DMS, SAP and CRM).



Better decisions

Earlier identification of stock-out risks, consistent SKU performance and stronger demand planning.

ABOUT ESME CONSUMER

An Indian beauty and personal care company behind brands like NE Retail, NE Parlor and Blue Heaven, running 240+ SKUs across modern trade, general trade, e-commerce and Amazon.

INDUSTRY

Beauty & Personal Care

GEOGRAPHY

India

BUSINESSES

NE Retail, NE Parlor, Blue Heaven

SKUS

240+

CHANNELS

Modern trade, general trade, e-commerce, Amazon

PRODUCT USED



CORESight

AI Analyst & Data Expert
Powered by Claude

DEPLOYMENT TIMELINE



12 weeks

From data integration to full deployment



"With CORESight, we are now well on our path to see connected data as a single story and gain real-time insight into our operations. What usually takes weeks of analysis will now be understood in minutes and seconds, enabling faster and more confident decision-making."



Sonal Kapur Sinha

Head of Enterprise Data,
Esme Consumer