

CASE STUDY

Transforming Market Intelligence in the Steel Industry with AGR IntelliVault



CLIENT PROFILE

A leading steel manufacturing enterprise with a global footprint, operating in a highly competitive and fast-evolving market. The company's market intelligence (MI) team supports strategic decisions related to pricing, customer feedback, competitor tracking, and sales planning.

InteliVault - AI-Powered Intelligence Engine for Market & Business Teams

InteliVault is AGR's enterprise-grade AI platform that helps organizations unlock the full potential of their internal knowledge - spanning documents, emails, reports, databases and data warehouses



Market intelligence, Strategy and marketing & sales teams often waste valuable time navigating fragmented data sources. InteliVault transforms that process - offering instant access to insights and enabling faster, smarter decisions

Business Constraints

Despite having vast internal information across reports, subscriptions, emails, and presentations, the client’s MI team faced critical pain points:



Are you spending hours navigating file systems and unstructured data?

Are slow decision cycles holding you back due to scattered data and unclear trends?

Is your team struggling to share insights and stay aligned?

Are you missing opportunities to improve your products or services because ongoing feedback gets overlooked?

The AGR IntelliVault Solution

To address these challenges, the client is implementing AGR IntelliVault, AGR's AI-powered knowledge management and intelligence platform.



Enhanced Decision-Making



Intelligent Knowledge Retrieval

Natural language search enables users to ask, “*What are the top customer concerns in Q2?*” or “*Find info on European market demand in wire rods,*” or “*What is the impact of Trump tariffs on the sales of high-strength wire rod in the northern US market?*” No need to sift through folders—InteliVault provides relevant insights instantly.



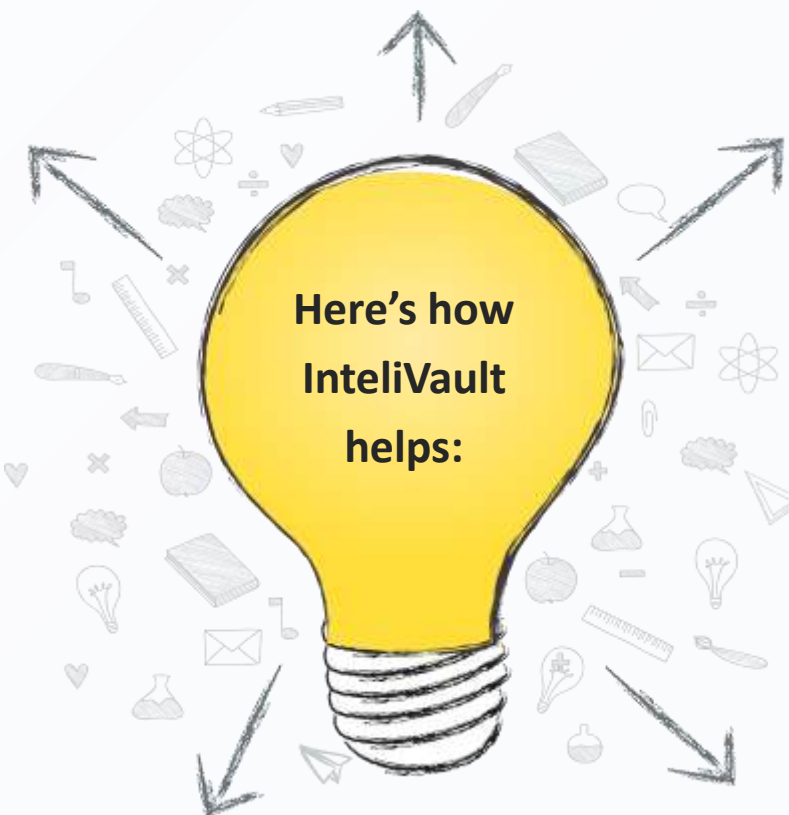
Continuous Feedback Integration

InteliVault monitors incoming emails, notes, and CRM inputs to flag recurring client concerns and product suggestions. The client evolves product features faster based on real-time feedback loops



Enhanced Decision-Making

The platform aggregates and analyzes internal sales, revenue, and customer feedback data to present digestible dashboards and trend summaries. What once takes days now takes minutes.



Personalized Training & Virtual Assistance

New analysts can ask IntelliVault for guidance, such as “*What’s AGR’s definition of TCO in automotive?*” or “*Explain our competitor pricing model.*” This drastically reduces the learning curve.



Cross-Departmental Collaboration

Teams now work on a **shared, real-time knowledge base**. Strategy can view Marketing insights, Sales has access to Customer Service inputs, and updates are continuously available.

Results & Impact

Metric	Before InteliVault	After InteliVault
Time spent locating information	4–6 hours/week per analyst	Under 30 minutes
Inter-departmental misalignments	Frequent	Reduced by 80%
Insights captured from feedback	<20%	Over 70%
Decision cycle time	2–3 weeks	Within 5 days

Conclusion

For market intelligence teams struggling with unstructured data and fragmented systems, **AGR InteliVault** offers a powerful leap forward. By streamlining data access, enhancing decision-making, and boosting collaboration, it empowers teams to act faster, learn continuously, and stay ahead of the market.

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AGR Intelligence - Business Research and Analytics



AGR Money - Investment Research



AGR Pulse - Consumer Insights



AGR Alliance - Cross Border Business Expansion



AGR Monitor - Tracking and Monitoring



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