



NESH : - BASF



A CASE STUDY
FOR CHEMICAL COMPANIES

How BASF captures product knowledge and experience to help and supercharge the Product and Field Sales Team

About 40% of our technical staff is within 6 years of retirement and to remain competitive we have to find a way to stop all this expert knowledge from walking out the door

- Fernando Bonifaz, BASF Coatings Digitalization Director, Asia Pacific

BASF Coatings has around 11,400 employees of which 30% have more than 20 years of experience. Each year many senior employees retire or resign from BASF Coatings and this creates an opportunity for knowledge loss. The experience of these senior employees is not fully captured and is difficult to replace. New members joining the team have a harder time onboarding and technical support staff have a difficult time finding answers to complex, technical questions. The retired employees are sometimes rehired as strategic consultants, at a higher compensation tier to address these challenges and fill these knowledge gaps.

Over the past year, BASF Coatings has partnered with Nesh to capture this expert product knowledge using AI-based Subject Matter Avatars. The product has demonstrated value in cost reduction from the ease of knowledge capture and recall, improved efficiency in analysis, and timely generation of insights to inform operational and business decisions.

Fast Facts

BASF's Coatings division develops, produces and markets a high-quality range of innovative and sustainable automotive OEM and refinish coatings, decorative paints and surface-applied treatments for metal, plastic and glass substrates for a wide range of industries.

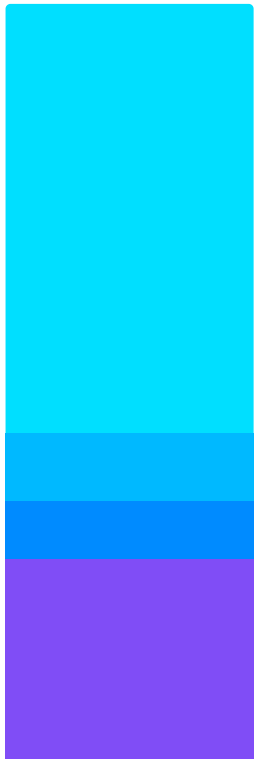
The BASF and Nesh team worked together to identify areas of expertise and knowledge that are critical to the business functions. Some of the sources that were identified included -

1. **Product Specification Docs**
2. **Technical Data Sheets**
3. **Safety Data Sheets**
4. **Standard Operating Procedures**
5. **Technical Handbooks**
6. **Frequently Asked Questions about Troubleshooting**
7. **Coatings and Paint Recipes**
8. **Product Marketing Material**
9. **Training Presentations and SME Notes**

Nesh was then connected to these sources and in **5 weeks** the AI system was trained to provide answers to highly technical questions.

Fast Facts

Nesh helps companies preserve knowledge by turning their Subject Matter Expertise into "Subject Matter Avatars". So that when the experts in those teams are busy, go on vacation, move, retire or resign, the team members can still access their expertise by asking questions to the AI Avatar.



Total Value Created

\$3,170,250

Value Created by Increasing Revenue and Customer Satisfaction

\$1,800,000

Value Created by Lowering Consulting Costs

\$280,250

Value Created by Improved Onboarding

\$240,000

Value Created by Upskilling Newer Employees

\$850,000

97% Accuracy

Nesh reached an accuracy of 97% in 5 weeks. So for every 100 questions, Nesh produced accurate answers for 97 of them, as voted by the user.

6 Weeks down to 6 Days

Troubleshooting times between question / ticket being raised and an answer / solution being found, dropped from 6 weeks down to 6 days.

Superpower for Technical Sales

The Field Technical Sales / Support Engineers have seen increased Customer satisfaction as they no longer have to wait for answers from busy experts.

Outstanding and committed to its customer, Nesh takes care of the complexity of understanding unstructured data when searching for content and specific domain information

- Pradeep Srinivasan, Head of Data and Digital Transformation, BASF Coatings North America

- **Company:** Nesh
- **Solution:** Subject Matter Avatars
- **Website:** hellonesh.io
- **LinkedIn Page:** [LinkedIn](#)
- **Contact :** Gordon Le Feuvre / gordon@hellonesh.io
- **Book a Demo:** [Schedule here](#)