

## Case Study

# GenAI Onboarding Program

How a global CPG leader scaled AI tool adoption across 65,000+ employees.



# The Client Profile

Lingaro teamed up with a **global CPG leader and Fortune 500 company**, which was one of the first to see the transformative potential of Generative AI. The company built a suite of tailored and secure solutions that maximize AI impact without compromising organizational data.

## Challenge

AI investment is rising, but impact remains limited. In 2025, only 23% of organizations achieved large-scale revenue gains. While 75% of employees struggled to use available tools, studies estimated \$104M in wasted spend. "The client faced the same challenge, with employees unsure how to use GenAI tools effectively in their daily workflows, resulting in adoption lagging 12 months after launch."

### The CPG company faced critical challenges:

- 1. Skill gaps and uncertainty:** Employees were unsure how to use AI tools in their daily workflows.
- 2. Low confidence in AI:** Average weekly use was only 18% after 12 months of launching the AI tools.
- 3. Inefficient training formats:** Time-consuming webinars were the only learning approach.

To overcome these challenges, **the client partnered with Lingaro, a data and AI specialist**, to design a structured **GenAI onboarding program** that embedded AI into daily workflows and met employees at their current capability level.

The program was designed to **connect learning to real work and address skill gaps in context**, making AI a natural part of work.



# Solution

Lingaro applied its proven **AI Adoption Framework**, built with **seven pre-built accelerators** that **speed up adoption 5x faster**. Based on the framework, we delivered a human-centric and adoption-first GenAI onboarding program.

## Human-Centric Design

Tailored learning paths used short and on-demand modules with mobile support to make AI intuitive, relevant, and easy to apply in everyday work.

## CPG Domain & Client-Specific Intelligence:

- Grounded in deep CPG expertise, the program reflected the client's industry context and data environment.
- It included foundational courses on Generative AI basics and prompting.
- It supported exploration with task-specific AI assistants, image generation, and AI-powered internal insights.

## Adoption-First Model

Training focused on high-impact and real-world use cases with practical exercises and simulated tasks. Responsible AI principles and adoption metrics were embedded to build trust and sustain usage across teams.



# Impact

Through its initial rollout, the GenAI onboarding program delivered strong early results, validating Lingaro's adoption-first approach.

<b>Confidence</b>		→ +26%	<ul style="list-style-type: none"> <li>• <b>2x increase</b> in overall AI tool usage, both weekly and daily</li> </ul>
<b>Relevant to everyday work</b>			<ul style="list-style-type: none"> <li>• <b>65,000+ end users</b> on track to get onboarded across four GenAI tools</li> </ul>
<b>Weekly use</b>	<b>x2</b>		<ul style="list-style-type: none"> <li>• <b>90% satisfaction rate</b> and Net Promoter Score of <b>+50</b></li> </ul>
<b>Daily use</b>	<b>x2</b>		<ul style="list-style-type: none"> <li>• <b>Confidence uplift of 26%</b>, turning AI into a trusted daily habit</li> </ul>
<b>Engaging</b>			<ul style="list-style-type: none"> <li>• <b>3-hour total learning journey</b> with on-demand and mobile access</li> </ul>
<b>NPS</b>	<b>50%</b>		

"We launched a self-led GenAI training program for over 100,000 employees in partnership with Lingaro. Digital journeys scale essential learning, while teams focus on advanced hands-on sessions. The result is broad reach, fast updates, and strong engagement."

**Global FMCG, Global Sales Director - GenAI**



"By embedding GenAI into how people actually work and meeting them at their level, the program transformed learning into immediate and tangible impact for users and the organization."

**Yannis Boukas, Director of Learning Technology & Adoption**

## Ready to accelerate AI adoption in your company?

Contact us and meet with our experts to identify improvement areas using our adoption framework.

**Contact us**



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