



How Food Empire Vietnam Made AI Part of Daily Work

Overview

Food Empire Vietnam, an FMCG business operating across Sales, Marketing, Supply Chain, Finance, HR, and R&D, partnered with Humaine Labs to turn individual AI experiments into daily team practice across every function.

Teams that only dabble with AI individually fall behind teams that build it into daily work. Vietnam's FMCG market rewards whoever moves first.

Humaine Labs was engaged to run a thirty day, four part program, moving every function from awareness to habit, not just a single workshop everyone forgets.

Function silos: Each team explored AI on its own, with no common method.

Curiosity without commitment: People were curious about AI but never carried it into daily routines.

A joint commitment: Food Empire Vietnam brought in Humaine Labs to build AI habits.

Challenges



Stalled pilots: Earlier AI initiatives at Food Empire Vietnam fizzled out once the training ended.



Disconnected from work: Tools were shown as demos, never tied to Food Empire Vietnam's own sales scripts or reports.



Novelty, not habit: AI stayed a tool people tried once at a workshop and quietly forgot.



Individual, not team: Employees experimented with AI alone, with no shared practice across their department.

Solution

Humaine Labs built the program around how each function at Food Empire Vietnam actually works, not generic tool demos. Not a lecture, not a demo: real tasks, in each team's own room.

The program opens with a shared four hour learning session, then splits into department breakout labs where sales works on sales problems and finance works on finance problems. Two clinics follow at day ten and day twenty four, refining prompts, locking in habits, and building a ninety day roadmap for every participant.

What stood out was how fast habits stuck. Teams that once tried AI once and forgot it were still using it weeks later.



What Makes This Different

1

Function specific labs: Each department worked on its own tasks, not a shared generic exercise.

2

Habits over hype: Two live clinics locked in habits weeks after the first session ended.

3

Taught by practitioners: Humaine trainers have run these workflows themselves, not academics or influencers teaching theory.

Results



Routine task time
cut by 40%.



All six functions built
their own AI playbook.



80% of participants
use AI weekly now.



AI became a team
habit, not a solo one.

“

Competitive landscape research used to take me a full day. Now it runs on a schedule and I focus on my other tasks.”

– **Product Executive, Food Empire Vietnam**

About Humaine

Humaine Labs is a **practitioner-led AI learning and execution partner** built with a simple belief, teams don't need more theory, they need hands-on mastery. We have trained over 3000 professionals from 50+ top organizations such as Marico, Aether, L&T, Capgemini among others.

If this could be relevant to your business, do reach out us at learn@humainelabs.com