humaine labs

AI Fluency Across Three Functions
at Nestlé Vietnam

Overview

Nestlé Vietnam is one of Southeast Asia's most recognised consumer goods companies, with teams across leadership, marketing, and supply chain. When they engaged Humaine Labs, the gap was clear: AI awareness existed, but it had never translated into working capability.

In Vietnam's FMCG sector, moving fast is the only competitive strategy. Brand managers spending afternoons on campaign research. Supply chain teams processing data manually. Leaders approving AI direction without having used the tools themselves.

Humaine Labs designed Leapfrog with AI, six cohorts, three learning journeys, each built around the real work of that team.

- **Marketing research consuming afternoons:** Brand teams spent 3–4 hours on campaign research and competitive analysis.
- **AI awareness existed** but was never connected to actual workflows across any function.
- **Nestlé partnered with Humaine Labs** to build AI fluency across 143 employees and three functions.

Challenges

Generic AI training: Past exposure came through generic sessions not connected to Nestlé's marketing briefs, data workflows, or leadership decisions.

Slow campaign research: Marketing teams spent 3–4 hours per cycle on competitor analysis and campaign briefing from scratch.

Manual data work: Supply chain teams in demand planning and logistics ran analysis tasks by hand with no AI support.

No shared framework: Leadership, marketing, and supply chain had no common AI vocabulary, making enterprise adoption slow and fragmented.

Solution

Humaine Labs built Leapfrog with AI around one principle: every team learns AI through their own work, not someone else's. Not a generic overview for the whole organisation, a separate, custom learning journey for each function.

Each track ran a live session of eight hours, then moved directly into a custom lab. Cohorts split into teams and worked through real problems from their function. Marketing teams drafting briefs and running competitor research, supply chain teams restructuring data scenarios, leadership teams challenging AI decisions with real context. Every output was their own work.

By the end of each session, teams walked out with working AI workflows they had built themselves, not slides, not theory.

What Makes This Different

1	**Built around actual work**: Every use case was drawn from Nestle's real departmental tasks, not generic scenarios.
2	**Hands-on live labs:** Participants produce real outputs in the room, not just watch demos and hope it clicks later.
3	**Taught by practitioners:** Humaine trainers have run these workflows themselves, not academics or influencers teaching theory.

Results

Campaign research cut from **4 hours to under 30 minutes**

143 employees trained across Leadership, Marketing, & Supply Chain

12 role-specific use cases built and practiced across three functions

Supply chain analysis tasks **completed in under half the time**

"I expected AI theory. What I got was a workflow for my actual job — one I used the very next day"

- **Marketing Manager, Nestlé 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