

Expertise: Electrification

Industries: Mobility, Energy

Chatting with B2B data: Nuuday's GenAI hackathon





Overview of the partnership

Partners:	Nuuday (part of the TDC Group) and Consat Digital Solutions
Objective:	To elevate the leadership team's understanding of Generative AI and identify high-value opportunities within their B2B operations.

Nuuday, part of the TDC Group, operates a prominent multi-channel telecoms organisation serving thousands of enterprise customers across Denmark. Through a tailored Business Hackathon workshop with Consat, Nuuday's B2B leadership team successfully bridged internal knowledge gaps and discovered how to examine complex commercial data using simple, natural language.

Nuuday needed a fast, practical way to build baseline AI awareness and explore how Generative AI could support its commercial divisions. Consat put together a tailored workshop program to build a shared understanding of GenAI and show Nuuday's leaders how to explore their own data.

A pragmatic partner

Consat introduced a packaged three-phase engagement model designed to cut through the AI hype and align strategic focus. The work began with Phase 1 – Inspire & Align, a fast-paced study and workshop structure that helps leadership teams build a shared foundational understanding.

Rather than losing momentum to lengthy theoretical planning, Consat's approach got hands-on quickly, allowing Nuuday's commercial leaders to experience generative tools on a simulated version of their own dataset.

“The biggest value that they themselves agreed was the opportunity for a leadership team to sit in a room, get inspiration, and discuss how GenAI will impact their business.”

Vinay Dhar, Head of Digital Transformation Business,
Consat Digital Solutions.



Challenge

Slow turnaround times for B2B channel performance analytics due to dependency on manual SQL reporting workflows.

Solution

A hands-on GenAI workshop raising general AI understanding coupled with hands-on practical experience for business leaders to query complex commercial data instantly using natural language.

The challenge

Nuuday operates a multi-channel B2B sales organisation managing a vast product portfolio spanning Mobility, UC, Access, and Security. Sales channels carry strict monthly targets, requiring commercial leadership to maintain a clear view of performance, pipeline clarity, and discount governance.

However, generating these operational insights traditionally required deep SQL expertise and manual analyst involvement, leading to turnaround times of several days. At the same time, the uneven internal knowledge base created an urgent need to harmonise the team's understanding before launching technical applications.

The solution

As one part of the Workshop, Consat delivered an interactive Business Hackathon built around a production-representative dataset containing over 5,000 records. Driven by a Text-to-SQL agent framework, Consat provided a dynamic business intelligence tool that allowed Nuuday's leaders to build their own dashboards purely through natural language.

"The tool was basically creating dynamic dashboards where you can, in natural language, ask questions and build your own dashboard in a matter of minutes," explains Vinay.

This meant leaders could chat directly with the data – asking about target achievements or discount percentages without writing code.



Key outcomes

- Built a shared foundational understanding of Generative AI capabilities and limitations across the B2B leadership team.
- Demonstrated natural language querying on 5,000+ production-representative sales records.
- Prioritised 2–3 high-value use cases for further concept validation and agile prototyping.

Summary

- Nuuday needed a structured framework to build AI awareness and align its B2B executive team.
- Consat deployed its “Inspire & Align” Business Hackathon using an interactive text-to-SQL framework.
- The collaboration successfully synchronised the leadership team and prioritised key commercial use cases for future prototype development.

The result

The workshop provided a forum for open ventilation and a vital strategic alignment. Commercial leaders successfully mapped out their challenges, built live performance dashboards in minutes, and experienced an immediate shift in analytical speed. The team successfully prioritised two to three actionable use cases using a value-versus-feasibility matrix, establishing a firm trajectory for future prototyping phases.

“With a small effort from the customer, you can achieve a massive amount of progress in just a single day.”

**Robert Brunbäck, Partner & Senior Manager,
Consat Advisory**

Value-driven innovations

The Nuuday project shows how modern AI tools mean you no longer need months of development to test an advanced concept. By building quick proofs-of-concept on actual commercial data, teams can immediately see what works and base their long-term roadmap on reality.

“It can be highly effective, especially initially, to get employees involved with practical hands-on proofs-of-concept to truly understand the possibilities of Generative AI,” says Robert.

Contact us

Interested in how Consat can support your operations with value-driven digital solutions and GenAI strategy? Contact us today for more information or to schedule a demo.