Qlik

CUSTOMER STORY

ANALYTICS

LINTECH INTERNATIONAL

Lintech International accelerates sales productivity with Qlik Answers®

About Lintech International

Lintech International is a U.S.-based speciality chemical distributor, serving industries including adhesives, coatings, composites, and plastics. With nationwide reach and technical expertise, Lintech delivers high-quality materials, strong supplier relationships, and data-driven insights, combining local service with global capabilities to support innovation and operational excellence.

The company uses Qlik Answers to access and index more than 17,000 individual technical documents. This places complex product information into the hands of sales staff and managers where and when they need it, replacing time-consuming email chains to strengthen the customer experience with faster responses.

> "With Qlik Answers, people can get immediate answers 24/7. For any salesperson, especially in our industry, that's huge."

Jason Webb, Vice President of Technology and Sales Ops, Lintech International

Customer Name
Lintech International

Industry
Logistics

Geography
USA, Americas

Function
IT, Marketing, Sales

Challenges
- Improve access to and use of over 17,000 technical documents
- Accelerate response times to improve customer experience
- Reduce time lost on time-consuming, repetitive processes

Solution
Lintech implemented Qlik Answers to deliver fast and accurate access to a complex portfolio of technical documents and specifications.

Results
- Enabled immediate access to technical specifications during customer interactions
- Response times for technical queries accelerated by 75%
- Up to seven hours a week regained for business managers

The search for an AI solution

Lintech International, a leading specialty chemicals distributor, understands that its business is as much about distributing information as it is about distributing chemicals.

For years, Lintech has relied on Qlik Sense® to unlock the value of its structured data – sales trends, customer churn, warehouse performance, and more – to empower teams across the company to make data-driven decisions. Qlik analytics has already helped Lintech reduce customer churn by 10%, improve warehouse efficiency, and bring data literacy to every corner of the business, from HR to operations.

As Lintech's product portfolio grew to over 2,500 specialty chemical products and its technical documentation ballooned to more than 17,000 pages, a new challenge emerged: how to make this vast, unstructured knowledge base accessible and actionable for its sales and business teams.

"We don't sell commoditized products, so the value proposition is critical," explains Jason Webb, Vice President of Technology and Sales Ops at Lintech. "We need to articulate features and benefits – why one product offering is better than another – clearly and quickly."

However, the company's technical sales force struggled to find key product details and comparisons buried deep within SharePoint folders. Four business managers acted as technical liaisons and could be inundated with 20-30 technical queries a week. This resulted in lengthy email chains and significant time lost to repetitive research.

Lintech's leadership knew that it needed a secure, effective way to harness generative AI for internal knowledge sharing. Public AI tools were quickly ruled out due to the sensitive nature of Lintech's supplier and customer agreements.

"We have contracts with suppliers and customers, and an inordinate amount of non-disclosure agreements," explains Webb. "One of the biggest concerns we had was using an AI tool in the public domain and feeding it proprietary or confidential information."

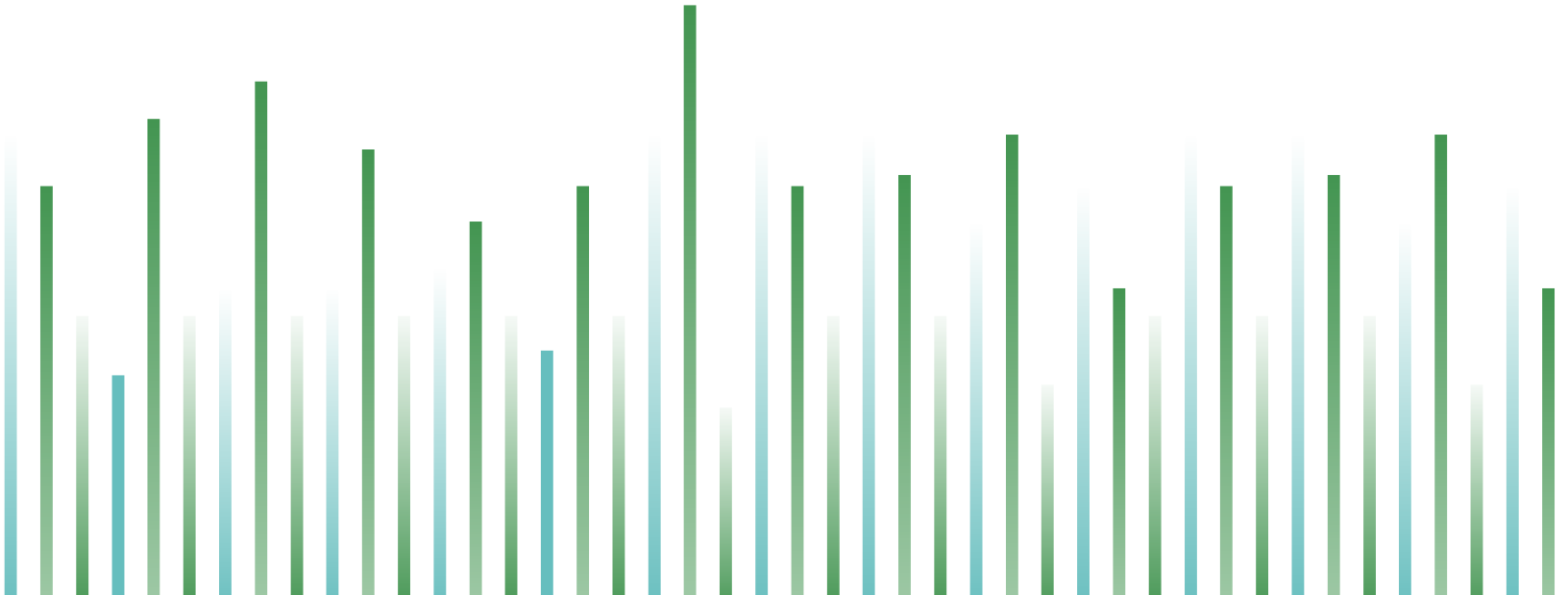
Unlocking the value of unstructured data

Qlik Answers, Qlik's generative AI assistant, emerged as the ideal solution. Operating within Lintech's existing Qlik ecosystem and indexing only the company's private repositories, it offered the security, familiarity, and control that public AI tools could not.

"I asked the CEO what he thought of a tool that would shave minutes a day, or hours a week, from the workloads of our supplier-facing business managers to get information to sales staff faster," said Webb. "The decision to move forward quickly was a no-brainer."

The rollout of Qlik Answers was remarkably swift. Within a month, the AI assistant was indexing the company's SharePoint folders, and in just two months it was live with approximately 40 users in sales, marketing, and customer service.

Implementation was easy – connecting Qlik Answers to SharePoint and initiating the index took just minutes. Training consisted of a brief session on effective prompts, and adoption was seamless, thanks in part to the team's deep understanding of Qlik.



"They saw that with Qlik Answers, people can get immediate answers 24/7," Webb adds. "For any salesperson, especially in our industry, that's huge."

Where Qlik analytics had transformed Lintech's use of structured data, Qlik Answers did the same for unstructured knowledge. The sales team can now instantly access and query product information without wading through thousands of documents.

"This isn't just a lazy person's document search," Webb jokes. "What Qlik Answers does really well is compare products and help with product positioning. It's crucial for building those value propositions and identifying competitive alternatives."

A powerful platform for the future

The impact was immediate. Business managers reclaimed hours each week previously lost to repetitive technical queries, freeing them to focus on higher-value activities.

Sales executives, meanwhile, gained 24/7 access to trusted, up-to-date product information, enabling faster, more confident responses to customer questions. Qlik Answers also provides citations – giving users confidence in the accuracy of information.

Early feedback was overwhelmingly positive, with sales teams praising the ease of access to information that previously took days or required multiple back-and-forth email exchanges.

"We've managed to free our technical experts from being human search engines, while giving sales reps instant access to product insights," explains Webb. "The real return for us is the improved customer experience – not just with the breadth and depth of the answers we give but with the speed at which we give them."

Lintech's experience with Qlik Answers has sparked new thinking about how unstructured knowledge can be leveraged across the business.

The company is exploring use cases in marketing to create summarized product literature, within HR for compliance documentation, and to support supplier contract management. Lintech is also experimenting with indexing video transcripts from training sessions, further expanding the knowledge base available to employees.

"We can produce key documentation very quickly," Webb adds. "Instead of having to read a 20-page presentation and five PDF files, people can just get the highlights from Qlik Answers."

Perhaps most transformative, Qlik Answers is reshaping Lintech's approach to hiring and onboarding. By lowering the barrier to technical product expertise, the company can now recruit talented sales professionals from outside the chemical industry – confident that AI-powered support will bridge knowledge gaps and accelerate productivity.

"What excites us most is how this changes our recruitment," notes Webb. "We can now prioritize commercial skills over niche chemical expertise, knowing that Qlik Answers bridges the knowledge gap."

As Lintech continues to innovate with Qlik – combining the strengths of structured analytics and generative AI – the company is poised to deliver even greater value to its customers, suppliers, and employees.

"Qlik Answers opens the door for us to do a lot of different things," Webb says. "We're looking forward to feeding it more information to make it even more powerful."

Transform decision-making with Qlik Answers

Learn more

powered by aws

This case study demonstrates how Amazon Bedrock's generative AI capabilities can transform complex chemical distribution processes, delivering tangible business value through immediate access to technical documentation while maintaining strict data security requirements. The solution's success is evidenced by significant improvements in sales productivity and customer response times—reclaiming 7 hours per week for managers and achieving 75% faster response times—making it a compelling example for C-level executives considering similar implementations in their knowledge-intensive organizations.

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About Qlik

Qlik helps teams get more out of AI with data they can rely on and control. It delivers trusted data products, a powerful analytics engine, and AI agents. This helps teams reduce risk, keep operating costs in check, and scale AI responsibly as needs evolve. Used by 75% of the Fortune 500, Qlik supports customers worldwide. Qlik works with the systems and partners customers already use, so teams can stay flexible without lock-in.

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