

Early Birds in the Coal Mine

Business Archivists as Partners in AI Implementation

A Case Study from Procter & Gamble
Claire Danna | Business Archivist & Historian

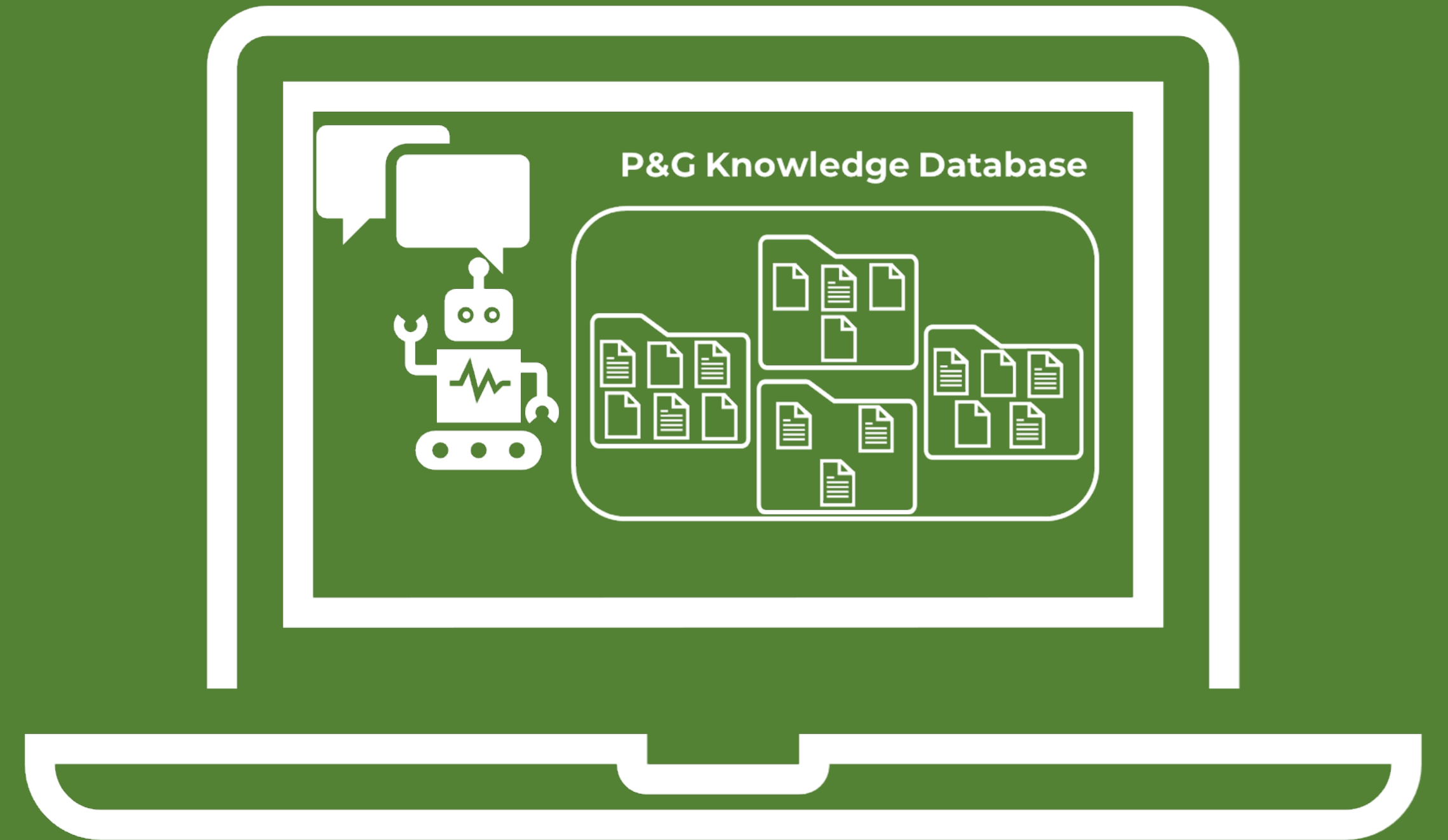
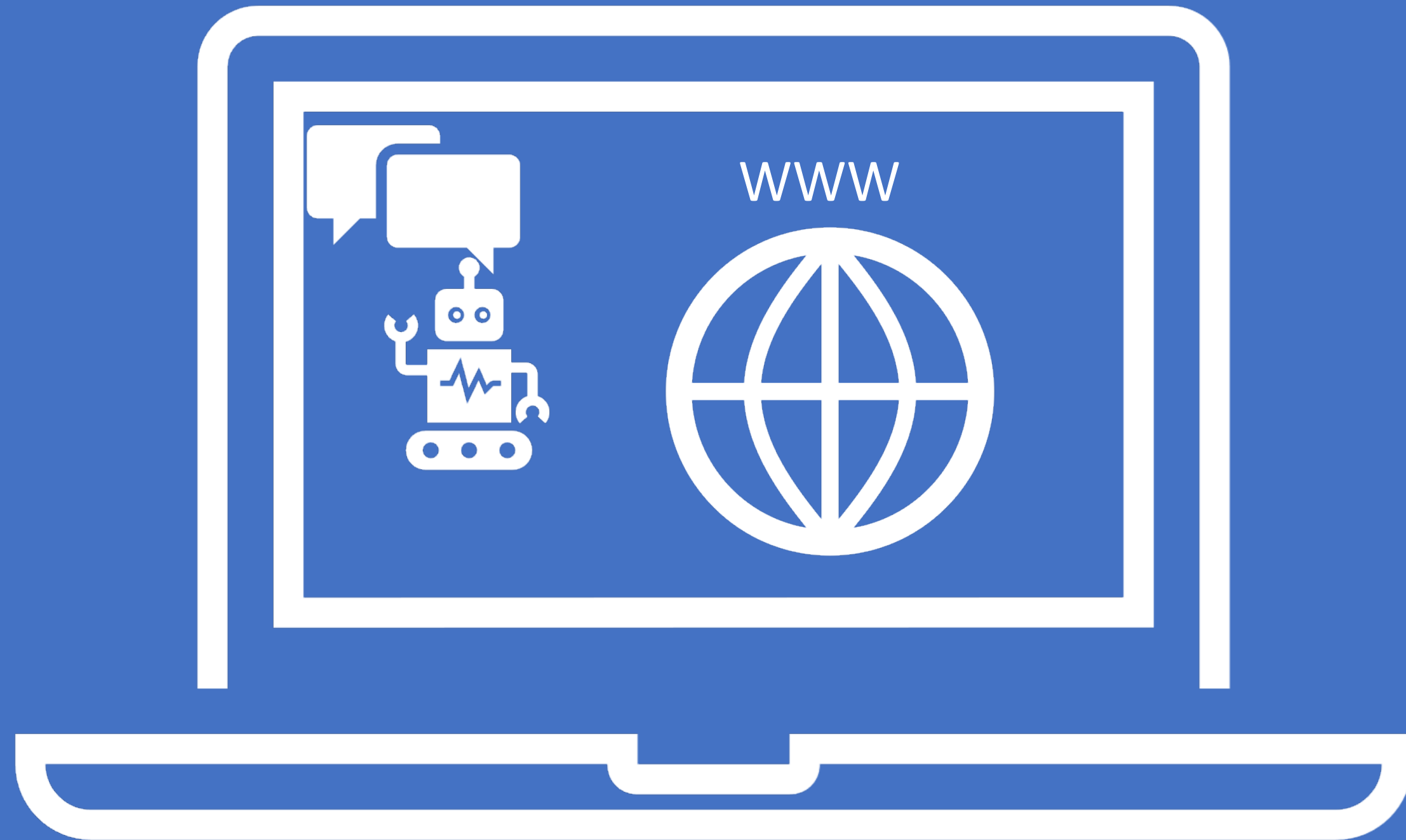
The Problem

- Increased AI adoption leads to new research and integration expectations
- Concerns about perception of redundancy
- Concerns about accuracy

The Opportunity

- P&G Heritage Center x P&G Turing Team
- Tool: askPG – RAG-based chatbot trained on archival data
- Partnership Origin: Shared vision for internal knowledge access
- Training Data: Annual reports, timelines, summaries, images, etc.
- Archivists as ideal AI advisors, testers, and stewards

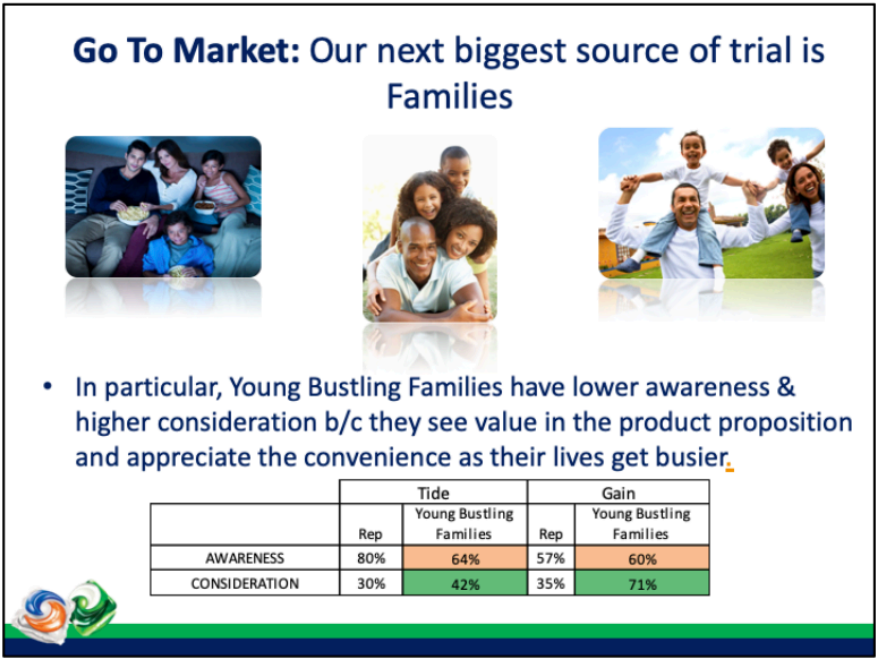
What is askPG?



The Ultimate Test

We have some core problems:

- Broad domain
- Duplication
- Formats
- Complex data
- Outdated information, content that ages poorly



To achieve this goal & capture new households we can focus on 1 core target – Families....

- Golden HHs have high consideration b/c they s appreciate the convenience, especially as their more loads
 - Millennials/Boomers have less load variability s
- talk to how POME/POHC tie in with Golden HHs a Golden HHs – reach with POHC tactics (wedding r Low hanging fruit – reach with POME for millenni for Boomers (AARP, etc)
- Younger Bustling Families: HHs with children / si
- More than one in five households in the Younger Hispanic. About 15% are African American, and the lowest level of any of the BehaviorStages in t framework.**

1949

Importance of Professional

-Originated with Dr. Hutson himself

-Patient trust “in the chair” vs “being sold to”

-Becomes a key pillar of the brand

-‘The Brush More Dentists Use’

-‘Brush Like a Dentist’

-‘#1 brand used by dentists worldwide’

-‘Round for a Reason’

-Surges to best selling brush in every market entered

Oral B 60

Would YOU like to try this brush?

Oral B Company

Prescribe GENTLE CARE

Oral B

Oral B

Methodology & Implementation

- **Curated and reformatted archival documents**
- Created AI-friendly clones with source links
- Used Evaluation Pipeline with 75+ real queries
- Added linked data CSVs for acronyms and name changes

askPG-HeritageCenter - Docu

pgone.sharepoint.com/sites/askPG-HeritageCenter/Shared%20Documents/Forms/AllItems.aspx?viewid=7725292c-df32-49f2-8d7f-ea3f8776dbb7

SharePoint

Search this library

CD

askPG-HeritageCenter

Public group | Business Use | Following | 3 members

Home

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Documents

Shared with us

Notebook

Pages

Site contents

Recycle bin

Edit

Add real-time chat

Add Microsoft Teams to collaborate in real-time and share resources across Microsoft 365 with your team.

Add Microsoft Teams

Return to classic SharePoint

New

Upload

Edit in grid view

Sync

Add shortcut to OneDrive

All Documents

Documents

Name	Modified	Modified By	+ Add column
Annual Reports	July 15, 2024	Danna, Claire	
Brand introduction dates	July 15, 2024	Danna, Claire	
Brand Summaries	July 15, 2024	Danna, Claire	
Image Testing	November 22, 2024	Danna, Claire	
Sharepoint-Page-PDFs	July 25, 2024	Danna, Claire	
Significant Events	July 15, 2024	Danna, Claire	
_alt-metadata.json	December 1, 2024	WebsiteDE, Ion	
evaluation.xlsx	October 10, 2024	Danna, Claire	
keywords.xlsx	July 30, 2024	Gallagher, Cailyn [Non-PG]	
metadata.json	September 25, 2024	Danna, Claire	
The Heritage Center FAQs.docx	February 14, 2024	Danna, Claire	

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< Back to manage

Automatic Evaluation Questions

Cancel

Save

To track the accuracy of the model over time, please provide a question, answer, and name of source document. Pipeline won't run unless at least 5 questions are entered. We recommend a minimum of at least 10 questions.

#1

Question

What year did Always launch in Canada?

Answer

Always launched in Canada in 1984.

Source name

Brand introduction dates/International Introductio... 

#2

Question

Where did P&G have international operations in 1960?

Answer

P&G had international operations in Belgium, Canada, France, Great Britain, Italy, Mexico, Peru, Philippines, Switzerland, and Venezuela.

Source name

Significant Events/1960-Significant-Events.docx 

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Knowledge	Evaluation	Date	Question	Expected answer	Generated answer	Expected sources	Generated sources	Source relevance	Source retrieval	Answer correctness	Answer Accuracy	Reliability	Instability 0	Instability 1	Context Filtering			
2	Heritage Ce	3373	2025-02-06 15:58:31	What year did Al	Always launched in Canada in 1981	I don't know the exact year	['Brand introduction dates/Ir	[]	0.0	0.0	0.0	None	0.0	0.0	0.0	None	{}		
3	Heritage Ce	3373	2025-02-06 15:58:31	How did the creat	The creators of Crest found a com	The creators of Crest found	['Brand Summaries/Oral Care	['Brand Summaries/C	0.5	1.0	0.53132626035851	None	1.0	1.0	0.050690507	None	{}		
4	Heritage Ce	3373	2025-02-06 15:58:31	What were Febreze	Febreze ScentStories was a produc	NaN	['Brand Summaries/Home Ca	[]	0.0	0.0	0.0	None	0.0	0.0	0.0	None	{}		
5	Heritage Ce	3373	2025-02-06 15:58:31	How did Tampax	In 1980, toxic shock syndrome be	When the connection bet	['Brand Summaries/Feminine	['Brand Summaries/F	1.0	1.0	0.58739498745016	None	1.0	1.0	0.026060625	None	{}		
6	Heritage Ce	3373	2025-02-06 15:58:31	What was the first	The first Old Spice product to be s	The first Old Spice produc	['Brand Summaries/Beauty/S	['Brand Summaries/B	1.0	1.0	0.6666666666666666	None	1.0	1.0	0.0	None	{}		
7	Heritage Ce	3373	2025-02-06 15:58:31	When was the first	The first Old Spice product was lau	The first Old Spice produc	['Brand Summaries/Beauty/S	['Brand Summaries/B	0.5	1.0	0.5333333333333333	None	1.0	1.0	0.1333333333	None	{}		
8	Heritage Ce	3373	2025-02-06 15:58:31	Who created Old	Old Spice was created by William	Old Spice was created by	['Brand Summaries/Beauty/S	['Brand Summaries/B	0.5	1.0	0.4166666666666666	None	1.0	1.0	0.0833333333	None	{}		
9	Heritage Ce	3373	2025-02-06 15:58:31	What does "Pleas	"Don't Squeeze the Charmin" was	The slogan "Please Don't S	['Brand Summaries/Family Ca	['Brand Summaries/F	0.5	1.0	0.43909706331045	None	1.0	1.0	0.086213713	None	{}		
10	Heritage Ce	3373	2025-02-06 15:58:31	When did Gain be	Gain became P&G's 23rd billion-d	Gain became a Billion-do	['Brand Summaries/Fabric Ca	['Brand Summaries/F	0.5	0.5	0.6249999999999999	None	1.0	1.0	0.072168783	None	{}		
11	Heritage Ce	3373	2025-02-06 15:58:31	Who was Pantene	Pantene was originally marketed t	Pantene was originally m	['Brand Summaries/Beauty/H	['Brand Summaries/B	0.5	1.0	0.67261904761904	None	1.0	1.0	0.172824180	None	{}		
12	Heritage Ce	3373	2025-02-06 15:58:31	What is My Black	My Black is Beautiful (MBIB) is a co	My Black is Beautiful (MB	['Brand introduction dates/A	['Sharepoint-Page-PD	0.5	0.5	0.89040542116634	None	1.0	1.0	0.038592577	None	{}		
13	Heritage Ce	3373	2025-02-06 15:58:31	How many emplo	P&G had 7,052 employees outsid	In 1953, P&G had 7,052 e	['Significant Events/1953-Sig	['Significant Events/1	1.0	1.0	0.6666666666666666	None	1.0	1.0	0.0	None	{}		
14	Heritage Ce	3373	2025-02-06 15:58:31	What did Always	Always donated Overnight pants a	During the COVID-19 pan	['Brand Summaries/Feminine	['Brand Summaries/F	1.0	1.0	0.92857142857142	None	1.0	1.0	0.071428571	None	{}		
15	Heritage Ce	3373	2025-02-06 15:58:31	When did Pampers	Pampers launched in Mexico in 19	I don't know when Pampers	['Brand introduction dates/Ir	[]	0.0	0.0	0.0	None	0.0	0.0	0.0	None	{}		
16	Heritage Ce	3373	2025-02-06 15:58:31	What social medi	Instagram.	joy+glee was released on I	['Brand Summaries/Groomin	['Brand Summaries/G	1.0	1.0	1.0	None	1.0	1.0	0.0	None	{}		
17	Heritage Ce	3373	2025-02-06 15:58:31	When did Head &	"Head & Shoulders launched the v	Head & Shoulders launch	['Brand introduction dates/K	['Brand Summaries/B	0.5	0.5	0.75	None	1.0	1.0	0.144337567	None	{}		
18	Heritage Ce	3373	2025-02-06 15:58:31	When was Mr. Cle	Mr. Clean was launched in the Cze	Mr. Clean was launched in	['Brand introduction dates/Ir	['Brand introduction	1.0	1.0	0.8333333333333333	None	1.0	1.0	0.1666666666	None	{}		
19	Heritage Ce	3373	2025-02-06 15:58:31	Who is Mr. Whip	Mr. Whipple was the third best-kr	Mr. Whipple is a characte	['Brand Summaries/Family Ca	['Brand Summaries/F	0.0	0.0	0.43529411764705	None	1.0	1.0	0.035294117	None	{}		
20	Heritage Ce	3373	2025-02-06 15:58:31	Why did John Sm	John Smale initially killed the Bou	John Smale, the CEO of P&	['Brand Summaries/Family Ca	['Brand Summaries/F	1.0	1.0	0.54211640211640	None	1.0	1.0	0.057590544	None	{}		
21	Heritage Ce	3373	2025-02-06 15:58:31	Which CEO tried	The CEO who tried to kill the Bour	The CEO who tried to kill	['Brand Summaries/Family Ca	['Brand Summaries/F	1.0	1.0	0.85	None	1.0	1.0	0.259807621	None	{}		
22	Heritage Ce	3373	2025-02-06 15:58:31	Why was Luvs cre	Luvs was created as a niche premie	Luvs was created in 1976	['Brand Summaries/Baby Care	['Image Testing/Histo	0.3333333333333333	1.0	0.76323654295260	None	1.0	1.0	0.052668867	None	{}		
23	Heritage Ce	3373	2025-02-06 15:58:31	What years did B	Bounce had convenience as a goal	Bounce had convenience	['Brand Summaries/Fabric Ca	['Brand Summaries/F	1.0	1.0	0.6222222222222222	None	1.0	1.0	0.174270968	None	{}		
24	Heritage Ce	3373	2025-02-06 15:58:31	How long has Tide	Tide has been a market leader sinc	Tide has been the market	['Brand Summaries/Fabric Ca	['Brand Summaries/F	0.5	1.0	0.5416666666666666	None	1.0	1.0	0.072168783	None	{}		
25	Heritage Ce	3373	2025-02-06 15:58:31	How much mone	They made \$27.6 Billion.	In FY 2022, P&G made \$2	['Significant Events/2022-Sig	['Significant Events/2	1.0	1.0	0.9166666666666666	None	1.0	1.0	0.144337567	None	{}		
26	Heritage Ce	3373	2025-02-06 15:58:31	Why did Crest fac	Crest faced pressure from compet	Crest faced a decline in sa	['Brand Summaries/Oral Care	['Brand Summaries/C	0.5	1.0	0.42144257069630	None	1.0	1.0	0.066107059	None	{}		
27	Heritage Ce	3373	2025-02-06 15:58:31	Why is the design	Research revealed that Japanese c	The design of Febreze bot	['Brand Summaries/Home Ca	['Brand Summaries/H	0.5	1.0	0.71428571428571	None	1.0	1.0	0.082478609	None	{}		
28	Heritage Ce	3373	2025-02-06 15:58:31	When was Always	Always was released in Japan in 19	Always was released in Jap	['Brand Summaries/Feminine	['Brand Summaries/F	1.0	1.0	1.0	None	1.0	1.0	0.0	None	{}		
29	Heritage Ce	3373	2025-02-06 15:58:31	Who were the cor	The company officers were Richar	The company officers in 1	['Significant Events/1950-Sig	['Significant Events/1	1.0	1.0	1.0	None	1.0	1.0	0.0	None	{}		
30	Heritage Ce	3373	2025-02-06 15:58:31	When did the first	The first men's product launched i	The first men's product in	['Brand introduction dates/A	['Brand Summaries/B	0.5	0.3333333333333333	0.5833333333333333	None	1.0	1.0	0.0833333333	None	{}		
31	Heritage Ce	3373	2025-02-06 15:58:31	How were the cre	After noticing that old sake factor	The creators of SK-II were	['Brand Summaries/Beauty/S	['Brand Summaries/B	0.5	1.0	0.49462537462537	None	1.0	1.0	0.090239396	None	{}		
32	Heritage Ce	3373	2025-02-06 15:58:31	How long did it ta	David Byerly worked on Tide for o	The creation of Tide took	['Brand Summaries/Fabric Ca	['Brand Summaries/F	0.5	0.5	0.3727272727272727	None	0.372727	1.0	0.015745916	None	{}		
33	Heritage Ce	3373	2025-02-06 15:58:31	When was P&G fo	P&G was founded in 1837.	P&G was founded in 1837	['Brand introduction dates/K	['Brand Summaries/K	1.0	1.0	1.0	None	1.0	1.0	0.0	None	{}		
34	Heritage Ce	3373	2025-02-06 15:58:31	Where did P&G h	P&G had international operations	In 1960, Procter & Gamb	['Significant Events/1960-Sig	['Significant Events/1	1.0	1.0	1.0	None	1.0	1.0	0.0	None	{}		
35	Heritage Ce	3373	2025-02-06 15:58:31	When was Tula ac	Tula was acquired on January 4th,	Tula was acquired by P&G	['Brand introduction dates/A	['Brand introduction	1.0	1.0	0.65	None	1.0	1.0	0.15	None	{}		
36	Heritage Ce	3373	2025-02-06 15:58:31	Who originally de	Olay was originally developed by S	Olay was originally develo	['Brand Summaries/Beauty/S	['Brand Summaries/B	1.0	1.0	1.0	None	1.0	1.0	0.0	None	{}		
37	Heritage Ce	3373	2025-02-06 15:58:31	What figures are c	Old Spice ads often feature profes	Old Spice ads often featur	['Brand Summaries/Beauty/S	['Brand Summaries/B	0.0	0.0	0.65671641791044	None	1.0	1.0	0.040919834	None	{}		
38	Heritage Ce	3373	2025-02-06 15:58:31	What is somethin	Noticing the lack of dentists and d	Crest has made significan	['Brand Summaries/Oral Care	['Brand Summaries/C	0.3333333333333333	1.0	0.40461187718838	None	1.0	1.0	0.030273380	None	{}		
39	Heritage Ce	3373	2025-02-06 15:58:31	When was Oral-B	Oral-B aquired by P&G in 2005, w	Oral-B was acquired by Pr	['Brand Summaries/Oral Care	['Brand Summaries/C	1.0	1.0	0.6666666666666666	None	1.0	1.0	0.0	None	{}		
40	Heritage Ce	3373	2025-02-06 15:58:31	What is a simplifi	Pantene originated in 1945 when	Pantene originated in 1945	['Brand Summaries/Beauty/H	['Brand Summaries/B	0.0	0.0	0.8634114634114634	None	1.0	1.0	0.163396421	None	{}		

Supporting Metrics	Explanation	Average
Accuracy	Determines the accuracy of the generated answer compared to the true answer, considering both the meaning and factual correctness.	85%
Answer Reliability	Did the model hallucinate? Amount of statements correctly supported by the source documents.	88%
Document Relevance	Did we pull any wrong documents? Amount of unexpected documents returned compared to curator provided documents.	63%
Document Retrieval	Did we pull all the right documents? Amount of true sources retrieved correctly.	76%
Stability	How stable are the evaluation results across multiple executions?	90.0%

Supporting Metrics	Explanation	Average
Accuracy	Determines the accuracy of the generated answer compared to the true answer, considering both the meaning and factual correctness.	88%
Answer Reliability	Did the model hallucinate? Amount of statements correctly supported by the source documents.	95%
Document Relevance	Did we pull any wrong documents? Amount of unexpected documents returned compared to curator provided documents.	59%
Document Retrieval	Did we pull all the right documents? Amount of true sources retrieved correctly.	70%

Methodology & Implementation

- Curated and reformatted archival documents
- Created AI-friendly clones with source links
- Used Evaluation Pipeline with 75+ real queries
- **Added linked data CSVs for acronyms and name changes**

Results

The Good:

- Faster answers for common queries
- Time-saving synthesis
- Unique insights across categories

Provide a list of 5 major technological developments from Always throughout its history. For each item, write a sentence describing it and its impact.

Result

Here are five major technological developments from Always throughout its history:

- Dri-Weave Topsheet Technology (1983): Always introduced the Dri-Weave topsheet technology, which wicks away moisture and leaves users feeling drier and cleaner. This innovation significantly improved the comfort and hygiene of menstrual pads.
- Panty Protectors "Wings" (1985): Always released the first-ever panty protectors, called "wings," which prevent soiling along the sides of underwear. This development provided better protection and security for users.
- AGM Tissue Laminate (1991): The introduction of AGM (Absorbent Gelling Material) as a tissue laminate in Always Ultra pads allowed for a thinner pad with three times the fluid capacity of a normal pad. This innovation made pads more discreet while enhancing their absorbency.
- LeakGuard Core (2003): Always' LeakGuard core provided extra absorbency and dryness where needed most, preventing leaks and offering greater confidence to users.
- Infinity with FlexFoam (2008): Always Infinity pads, made with FlexFoam, absorbed 10 times their weight and were lighter than ever. This innovation offered superior comfort and protection, revolutionizing the menstrual pad market.

Results

The Bad:

- Date/number confusion, hallucinations
- Document duplication problems
- Information grouping
- Context and expertise still matters!

When did P&G introduce the first Olay Beauty Fluid?

“P&G introduced the first Olay Beauty Fluid in 1952. It was developed by South African chemist Graham Wulff and his wife Dinah.”

Results

The Takeaway:

- Establishing archives as reliable quality control and contextual reviewers —> **raised visibility and trust**
- Provide valuable test cases and opportunities to improve models —> **gained early access to advanced tools/updates**
- Understanding what requests necessitate AI (and what data curation will need to take place) —> **influenced AI development roadmap, earned digital initiatives support**

Looking Ahead

Internal Goals:

- Expand and format new AI data collections
- Test new tools
- Make historical insights across brands and categories more accessible

External Goals:

- Share insights and learn with the archival community
- Encourage proactive archive-IT partnerships

Thanks!