GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

Health, Beauty, and Skincare Retailer

A prominent retailer in the health, beauty, and skincare industry, operating in a multilingual country, needed to enhance operational efficiency and product discoverability. The company required a solution to streamline product attribution, generate multilingual brand copy, and optimize content for search engines. Their goals included increasing team productivity through automation, simplifying the presentation of information in multiple languages, and enhancing search engine listings.

The Solution

The retailer implemented Digital Wave Technology's AI Copywriter and AI Attribution to automatically extract and generate product attributes, create brand-consistent copy in multiple languages, and optimize content for SEO. Additionally, the solutions identified key customer attributes, making it easier and faster for customers to find items on the website.

The Results

The introduction of AI solutions led to significant outcomes:

- **92% Increase in Team Productivity**: Merchandisers' hours were able to be reallocated to strategic activities, boosting focus on best-selling categories, expanding merchandise assortments, and analyzing inventory productivity.
- **Enhanced SEO and Discoverability:** Improved search engine listings and organic traffic through automated extraction and generation of new product attributes.
- **Boosted Operational Efficiency:** Multilingual content updates and optimized workflows integrated easily into business processes.
- **30% Improvement in Product Attribution:** Enhanced product data accuracy and completeness, improving SEO and site navigation.
- **Identified Key Consumer Attributes:** New insights drove better searchability, site navigation, and overall revenue.
- **Faster New Item Setup:** The onboarding process was reduced from weeks to minutes with consistent brand messaging. This accelerated product setup also enables quick multilingual content updates throughout the year as needed.