

GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

Distributor of Luxury Goods

The largest distributor of luxury goods in North America sought a solution to streamline operations, support their digital transformation, and improve customer experiences.



The Solution

Utilizing AI Copywriter and AI Attribution, the Distributor of Luxury Fashion and Accessories implemented a comprehensive solution. The solutions facilitated the generation of SEO-optimized product copy tailored to the brand voice and that of retail partners. They automated the assignment of product attributes and consolidated data from various systems into a unified view. This enabled the organization to swiftly identify products in stock but unavailable for online sale and products with incomplete product information.

The Results

Digital Wave's AI solutions delivered immediate value, empowering the team to efficiently address items with missing data and resolve costly discrepancies. The outcomes included:

- **Reduced Workload Equivalent to One Workday Across Team:** Enabled users to focus on higher value-added tasks, reducing the workload by one full day a week.
- **Optimized SEO Strategies by 15-25%:** Improved online visibility, resulting in greater reach and engagement.
- **Personalized Shopping Experiences:** Tailored to individual preferences by brand and retailer, enhancing customer satisfaction.
- **Accelerated Drop Ship Processes by 20-50%:** Reduced time to market, boosting competitive advantage.
- **Improved Data Consistency:** Provided real-time insights into product availability and information status for better transparency.
- **Enhanced Quality Control:** Elevated measures to ensure superior product standards and customer satisfaction.
- **Boosted Conversion Rate:** Improved product descriptions and details resulted in higher conversion rates of 15-20%.