

GenAI Capabilities Customer Case Studies

Unveiling the power of our AI/Gen AI copilot.

Multinational Discount Supermarket Chain

A leading multinational discount supermarket chain aimed to improve product data management and enrichment across its extensive inventory while maintaining speed and accuracy.

The Solution

Using AI Copywriter and AI Attribution the supermarket chain extracted vital product attributes, such as nutritional information, directly from product images and descriptions. The solutions generated detailed and precise product descriptions and seamlessly integrated with the existing digital infrastructure by automatically generating export files tailored for system consumption. Team members efficiently reviewed, edited, and approved outputs before publication to ensure maximum accuracy and brand consistency.

The Results

The implementation yielded transformative outcomes for this supermarket chain:

- **Provided Additional Product Details:** Achieved a 92-98% accuracy rate when automating product attributes.
- **Automated Manual Processes:** Over 90% automation achieved.
- **Experienced High ROI:** Achieved a 3.5x return for every \$1 invested in AI.
- **Elevated Brand Perception:** Improved brand image and recognition.
- **Leveraged Enriched, Accurate Data:** Ensured consistency across systems and processes.
- **Positioned for Digital Growth:** Poised to expand digital channel revenue.

