



Automated Multi-Lingual Dynamic Content Generation with Generative AI

CLIENT

An American multinational food manufacturing company

INDUSTRY

Processed Foods



BUSINESS REQUIREMENT

The client was looking for automated generation of dynamic content for their food products in the LATAM market. They needed a configurable content generation platform tailored to generate country/language/retailer-specific content oriented to holiday seasons and special occasions, target demography, package sizes, flavors, price buckets, etc.



SOLUTION APPROACH

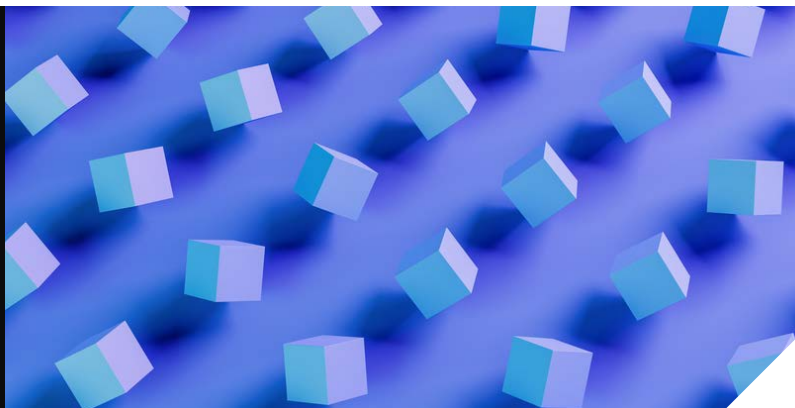
C5i's proprietary solution deployed for this client employs generative AI and natural language processing (NLP) techniques to generate content in English, Spanish, and Portuguese. The model uses robust prompt engineering to ensure the generated content is tailored for local languages and dialects and avoids using words/phrases that are not native to the country. The configurable nature of the platform allows our client to configure retailer-specific rules, country-specific phrases, and occasion-specific pointers, among other customizations, ensuring that the content generated is relevant and current. Additionally, the SEO module in the platform also suggests keywords that, when used in the content, can boost the product's share of search. The AI platform also provides human overview, where multi-layered 'review & approve' mechanisms ensure human oversight, enabling the AI model to continually learn and add incremental value to the capital invested in it.

RESEARCH PROCESS



- C5i studied the local markets to understand the flavor of merchandising.
- The client's product portfolio across LATAM was assessed.
- A comparative assessment of content generated by the client via-a-vis the content of competitor brands was undertaken as part of Gap Analysis.
- Expectations of the client's individual BUs in each of the participating countries were understood.
- Stakeholders were apprised of the advantages of automated content generation.

KEY INSIGHTS



- GenAI models need robust prompt engineering to ensure relevancy in local geographies.
- A single language (e.g. Spanish) has different dialects/phrases/grammar across countries. (e.g. Spanish spoken in Chile is different from that in Mexico)
- Human oversight helps add value by fine-tuning the GenAI engine.
- Rule-based guidelines for e-tailers and countries can help optimize the GenAI output.

OUTCOMES

- Automation that leverages human + machine intelligence drives Cost Savings in the range of 60%–70%.
- Personalization and SEO drive Content Effectiveness, leading to a Conversion Rate increase of ~20%.
- Configurability and governed workflows ensure scale, speed & agility that empower teams to improve Time-To-Market by ~50%.
- Guideline & Rule-based Content Generation helps enhance brand perception and increase Share of Search (SoS) and Customer Satisfaction.

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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