

HEXAWARE

Gen AI-powered Product Descriptions

Improving consistency, relevance, and
readability of product descriptions
with Gen AI

Case study

Client

Client

Challenge

Solution

Benefits

Summary

Our client is a leading global wholesaler for home improvement and hardware products, serving 4,500+ independent retailers in over 60 countries. With over \$10 billion in annual sales, 13 regional distribution centers, and 2,500+ associates. The company is known globally for its wide selection of products, competitive prices, and exceptional service and support.

\$10+ Billion
in revenue



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Business Challenges

In the dynamic landscape of extensive product lines, the demand for timely and impactful content generation becomes paramount. Our client manages a vast array of products that require descriptive product descriptions for multiple marketing purposes. The challenge was to ensure that each product is presented with clarity and relevance.

A major setback was inaccurate product descriptions. Many of the product descriptions were created when the products were first introduced, and inadvertently, their vendors did not make sufficient efforts to craft descriptions that contain complete and relevant information about the product.

In numerous instances, the descriptions were poorly written, consisting of just a few sentences, with crucial product attributes buried within the text. Customers found it difficult to understand the products and their features, ultimately affecting the ability to make informed purchase decisions. **Additionally, subpar descriptions impede effective product discovery in web search engines.**

Another issue was the lack of personalization for diverse target audiences. Our client serves different target audiences, each with distinct requirements for product descriptions. For example, descriptions on the B2B portal must be technically oriented to assist retailers

in understanding product features, **and for ecommerce websites descriptive, creative descriptions were the need of the hour.**

Moreover, products from 19 departments and over 3000 subclasses had a wide range of attributes and specifications. It required nuanced and adaptable content that resonates with each unique audience.

Large Scale Content Generation

Excessive Manual Efforts

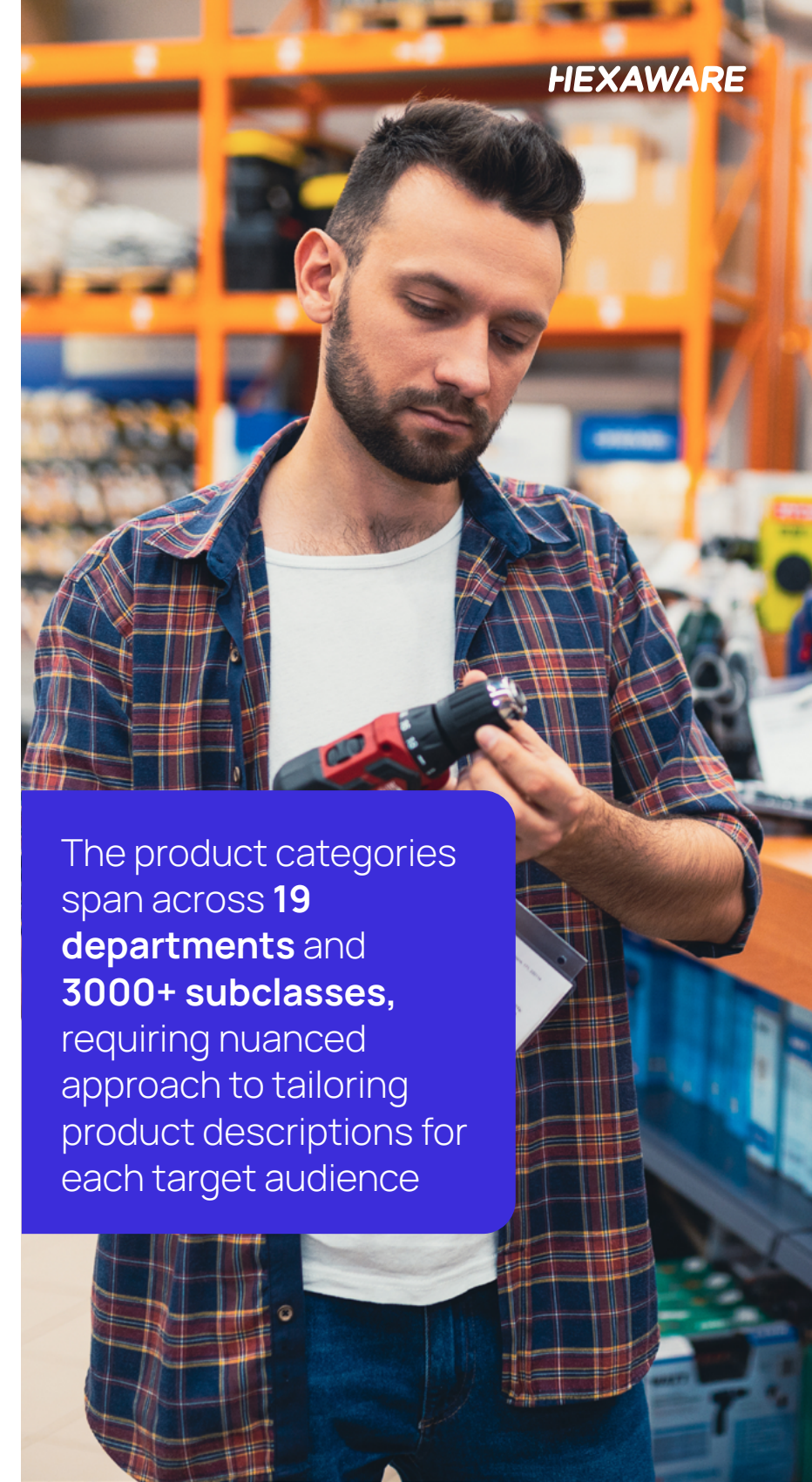
Improving product descriptions for the diverse range of audience is a labor-intensive process that requires significant manual efforts to implement. This presented challenges regarding time, resources, and consistent creatural capabilities.

Need for Automation

To address these challenges effectively, there was a clear need for a solution that could automate the entire product description creation process.

An automated solution needed to tailor descriptions to different user groups and enhance existing descriptions by referring to both the original descriptions and the metadata of the product.

It was required not only to save time and effort but also significantly improve the quality and relevance of the product descriptions across various platforms and for different audiences.



The product categories span across **19 departments** and **3000+ subclasses**, requiring nuanced approach to tailoring product descriptions for each target audience

Solution

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Hexaware’s Gen AI solution for product descriptions is a cloud-based solution that leverages Google Cloud Platform (GCP) Palm2 for text, a large language model for generative AI. The solution addresses inaccurate and incomplete product descriptions, by generating in-detail characteristics.

The solution works by first enriching the existing product data with metadata and relevant information gathered from various databases. This enriched data is then fed into the Gen AI model, which generates highly tailored product descriptions that are optimized for search and product discovery.

The solution uses a large language model to generate highly tailored product descriptions that are optimized for search and product discovery

The Gen AI solution also derives attributes like features, benefits, and specifications to make product discovery easier.

The Gen AI solution also derives product-level attributes, such as features, benefits, and specifications, which can be used to filter and search for products.

We finetuned the solution using our client’s data spanning 19 distinct departments and encompassing over 3000 subclasses considering the target audience and product-specific requirements.

This ensures that the product descriptions are informative and comprehensive as per the products’ specifications and engaging to the client’s target audience.



Benefits

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Automated Product Description Creation

AI-driven capability to create accurate, compelling product descriptions at scale in seconds.

Significantly Reduced Manual Effort

Reduced manual effort by up to 75% for creating and updating product descriptions.

Enhanced Quality for Product Descriptions

Accuracy, completeness, and readability of descriptions to help in informed purchase decisions.

Improved Search and Product Discovery

Increased product visibility and search ranking by up to 25% with Gen AI product descriptions.

Increased Customer Engagement

Improved engagement with accurate, personalized, and engaging product descriptions.

Higher Click-Through-Rate (CTR)

More traffic and clicks on product webpages because of SEO-optimized and engaging content.

Reduced Customer Support Costs

Reduced the number of customer support inquiries by providing clear and concise product descriptions.

Increased Conversion Rate

Increased conversion rates by up to 20% with AI-generated product descriptions that are informative, persuasive, and trustworthy.



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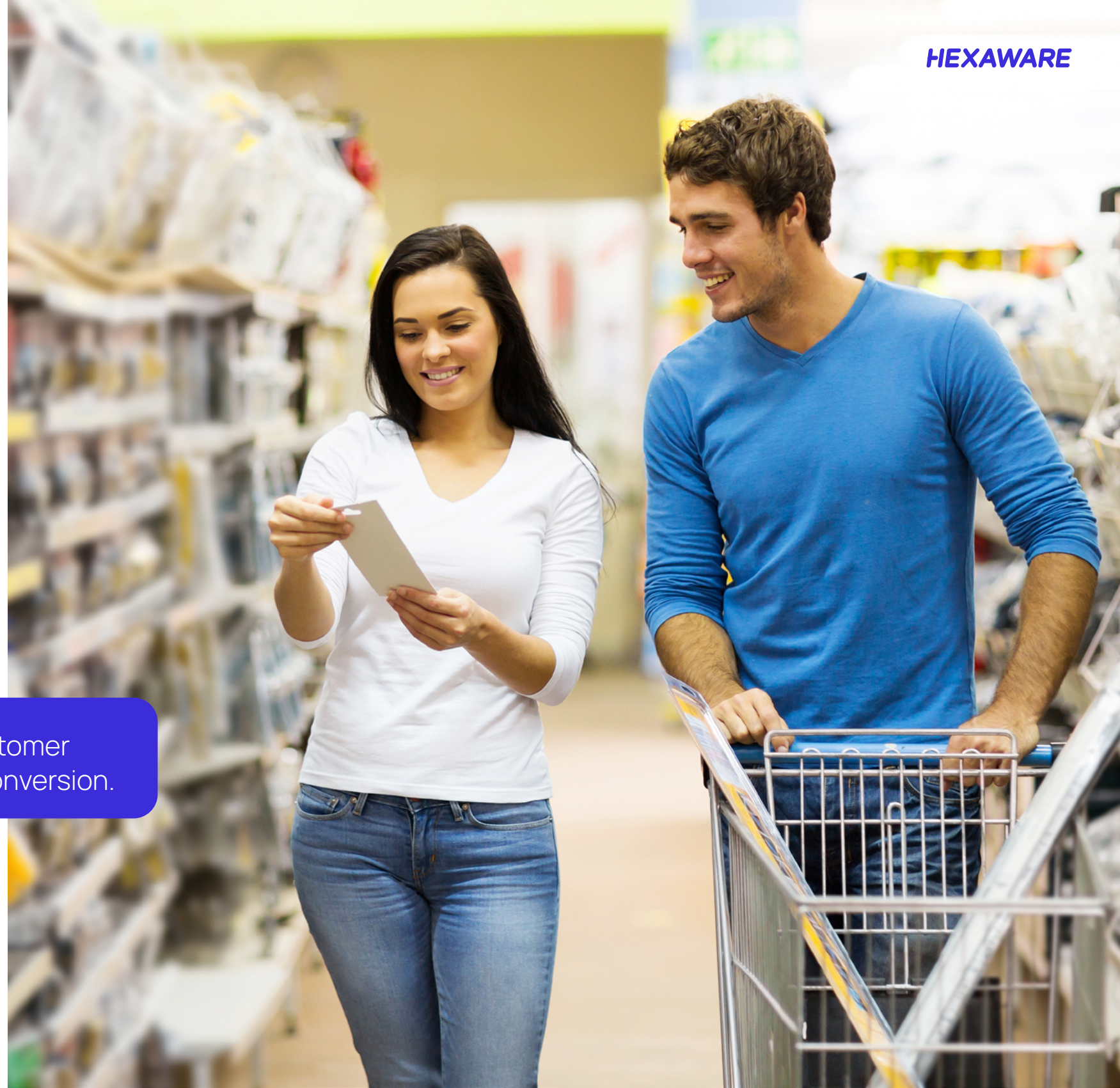
Benefits

| Summary

Our client, a leading wholesaler of home improvement and hardware products, struggled to create high-quality product descriptions manually. Hexaware's generative AI solution automated the process, generating accurate, informative, and engaging descriptions tailored to each product and its target audience. The retailer saw a 20% increase in customer engagement, click-through rate, and conversion.

Hexaware helped the client build a solid foundation for implementing Generative AI use cases, starting with enhanced product descriptions. With the help of Hexaware's experts, the client was able to quickly and efficiently deploy the Generative AI solution that has helped to improve the quality of its product descriptions, increase customer engagement, and boost sales.

The retailer saw a **20% increase** in customer engagement, click-through rate, and conversion.



About Hexaware

Hexaware is a global technology and business process services company. Our 27,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 40+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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