



HEXAWARE

Gen AI-Generated Product Descriptions Boost SERP by 25%, Conversion Rate by 20%

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

Case study

Client

| Client

- Challenge
- Solution
- Benefits
- Summary

Our client, a leading global home improvement and hardware wholesaler, serves a network of 4,500+ independent retailers across 60 countries. With a team of over 2,500 associates and 13 regional distribution centers, they generate over \$10 billion in annual sales. They're known for their exceptional service, competitive pricing, and many products.



Challenges

Client

Challenge

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Inaccurate & Inconsistent Descriptions Hindered Sales

Clear and informative content is crucial in today’s fast-paced market with extensive product lines. Our client, however, faced significant challenges with their product descriptions:

Inaccurate Information: Many descriptions provided by the vendors lacked complete or relevant details.
Inconsistency: The details provided in the descriptions needed to be more consistent between the store and customer copies.

Poor Readability: Descriptions were often short, poorly written, and buried key features within the text. This made it difficult for customers to understand the products and ultimately hurt purchase decisions.

SEO Impact: Subpar descriptions hampered product discovery in search engines, reducing online visibility.
Lack of Personalization: Descriptions didn’t cater to different audiences. Technical details were needed for B2B buyers, while creative descriptions were better suited for e-commerce websites.

Product Complexity: With 19 departments and over 3,000 product subclasses, each with unique attributes, descriptions needed nuance to resonate with specific audiences.

Manual Efforts and the Need for Automation

Manually crafting high-quality descriptions for such a vast and diverse product range was time-consuming and resource-intensive, limiting their ability to create consistent and high-performing content across platforms.

To address these challenges, an automated solution was needed. It had to:

Tailor Descriptions: Create descriptions relevant to different user groups.

Enhance Existing Content: Use original text and product metadata to enhance existing descriptions.

Improve Quality & Relevance: Significantly improve product descriptions’ quality and relevance for various platforms and audiences.

This would save time and resources and ensure product descriptions were informative, engaging, and optimized for different sales channels and target audiences.



Solution

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Hexaware’s generative AI (gen AI) solution is a cloud-based game-changer for product descriptions. It leverages Google Cloud Platform’s (GCP) PaLM 2 for Text, a powerful large language model (LLM) for gen AI.

This solution tackles the issue of inaccurate and incomplete descriptions head-on. Here’s how it works:

Data Enrichment: Gen AI enriches existing product data with relevant information and metadata from various databases, creating a comprehensive picture of each product.

Gen AI-Powered Generation: This enriched data is fed into the gen AI model, a sophisticated LLM. The model then generates highly tailored product descriptions optimized for search engines and effective product discovery by customers.

Extracting Key Attributes: Gen AI goes beyond superficial descriptions. It also identifies and extracts vital product attributes like features, benefits, and specifications. These attributes are crucial for product filtering and searching, making it easier for customers to find exactly what they need.

Fine-Tuning for Audience: We fine-tuned the solution using the client’s domain-specific data, encompassing 19 departments and over 3,000 subclasses. This ensured that descriptions were factual, grounded, informative, comprehensive, and tailored to their target audience, grabbing their attention and promoting engagement.



Benefits

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Our gen AI solution goes beyond automation to drive real business value. Here are the key benefits our client experienced:

Faster, Accurate Descriptions: Generate product descriptions in seconds with AI-powered automation.

Consistent details: Ensuring product details and benefits are consistent between the store and consumer copies.

Reduced Manual Work: Slashing manual effort for creating and updating descriptions by up to 75%, freeing up resources for other tasks.

Enhanced Descriptions: Improving the accuracy, completeness, and readability of descriptions, empowering customers to make informed purchasing decisions.

Search & Discovery Boost: Increasing product visibility and search ranking by up to 25% with SEO-optimized descriptions.

Deeper Customer Engagement: Captivating customers with personalized, engaging descriptions that led to higher product interest.

Improved Click-Through Rates: Driving more traffic and clicks to product pages with compelling and informative content.

Reduced Support Costs: Clear and concise descriptions minimized customer support inquiries, saving time and resources.

Increased Conversions: Witnessing a conversion rate jump of up to 20% with informative, persuasive, and trustworthy AI-generated descriptions.

Our solution empowered the client to streamline content creation, enhance customer experience, and drive sales growth.



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Our client, facing challenges with manual product descriptions, saw a 20% boost in customer engagement, click-through rates, and conversions after Hexaware’s gen AI solution automated the process. Hexaware delivered over 61,000 SKUs, showcasing the power of gen AI for product description and content creation.



About Hexaware

Hexaware is a global technology and business process services company. Our 30,000+ 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 50 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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