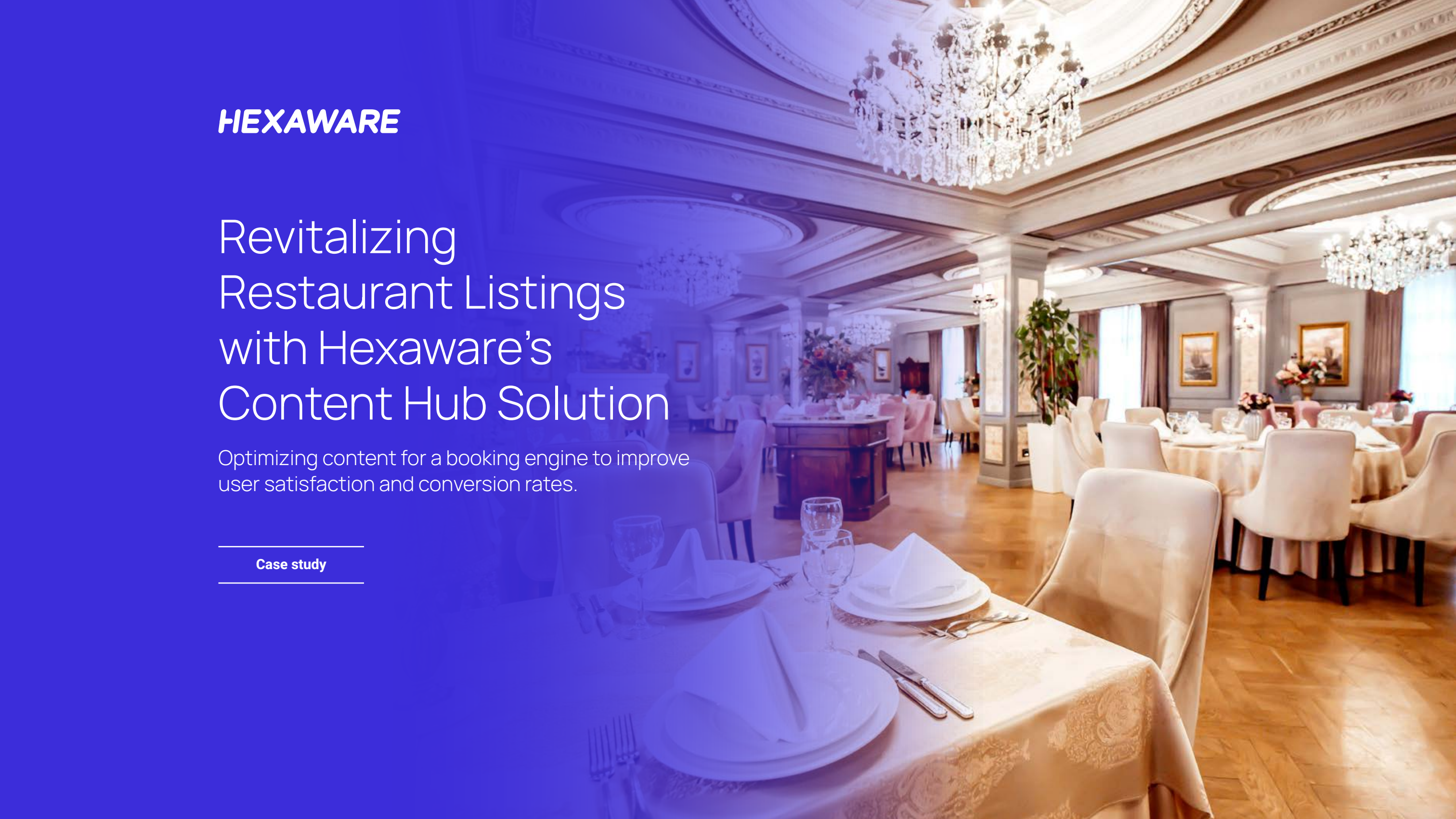




HEXAWARE

Revitalizing Restaurant Listings with Hexaware's Content Hub Solution

Optimizing content for a booking engine to improve user satisfaction and conversion rates.

Case study

Client

| Client

- Challenge
- Solution
- Benefits
- Summary

The client is a concierge services provider specializing in creating unforgettable experiences for their customers, including seamless restaurant bookings.



Challenge

Client

| **Challenge**

Solution

Benefits

Summary

The concierge services provider faced significant challenges with the restaurant booking engine they used:

- **Incomplete/missing content:** The booking engine lacked detailed and accurate information. Moreover, a large number of restaurants on the engine had no descriptions, which led to a suboptimal user experience.
- **Restaurant partners' reluctance:** Many partners were unwilling to share complete information, causing gaps in listings.
- **Incorrect information:** Errors in cuisine details and restaurant ambiance resulted in service escalations.
- **Poor content quality:** Ineffective, unpersuasive content led to lower booking and conversion rates.

Our client needed a solution that could enrich the content in the booking engine, ensuring it was both accurate and compelling to improve user experience

Solution

Client

Challenge

| **Solution**

Benefits

Summary

Hexaware stepped in to enhance the booking engine through our content hub solution:

- **Detailed descriptions:** Using Hexaware's content hub solution, detailed and engaging descriptions were created for each restaurant, including key highlights like location, chef specialties, and guest reviews.
- **Gen AI-powered content:** Photo-like images were generated using gen AI, showcasing food, seating, ambiance, and recommendations to provide a visually rich experience.
- **Brand alignment:** Content was meticulously optimized to align with the booking engine's brand guidelines, ensuring succinct and inviting descriptions.

Highlights:

- Hexaware utilized the product sight feature of the gen AI-powered content hub solution to create compelling restaurant descriptions.
- We trained the gen AI model, ensuring quality through continuous feedback and updates to the engine.
- Our team of content creators ensured quality throughout the content generation and delivery process.
- Hexaware also proposed localized descriptions to cater to diverse audiences.



Benefits

Client

Challenge

Solution

| **Benefits**

Summary

The benefits delivered by Hexaware's content hub solution were transformative, driving significant improvements in content quality, speed, and accuracy.

100% improvement in content scores:

Enhanced content quality led to significantly better content evaluation scores.

4.3x faster time to market:

Accelerated content creation and deployment processes.

20% reduction in content gaps:

Reduced the occurrence of incomplete or inaccurate restaurant listings.



Summary

Client

Challenge

Solution

Benefits

| Summary

Our client, a concierge service provider, faced challenges with incomplete and inaccurate restaurant listings in their booking engine. Hexaware's content hub utilized generative AI for content creation, providing a comprehensive solution with detailed and visually appealing descriptions and images. This aligned with the booking engine's brand guidelines and enhanced the overall user experience. As a result, the client achieved a 100% improvement in content scores, a 4.3x faster time to market, and a 20% reduction in content gaps. This case study highlights how targeted content enhancement can significantly impact user satisfaction and business outcomes.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up 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 offices across the world, we empower enterprises 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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