



HEXAWARE

Scaling Premium Hospitality Content with Generative AI and AWS

Elevating Guest Experiences Through Innovative Content
Solutions Leveraging AI and Cloud Technology

Case study

Client

| Client

Challenge

A global concierge service provider with a network of premium lifestyle partners and clients across sectors such as hospitality, travel, and experiences.

Solution

With a digital-first model and growing service footprint, the client supports over 100,000 hospitality partners worldwide, including restaurants, hotels, and experience providers.

Benefits

Summary



Challenge

- Client
- Challenge**
- Solution
- Benefits
- Summary

The client’s expansive hospitality inventory made it increasingly difficult to maintain accurate, high-quality content across digital platforms. Information inconsistencies—ranging from outdated menus to incorrect venue details—were contributing to poor customer experiences and growing dissatisfaction among end users. The organization initially considered scaling up its content operations with a larger team of writers and designers.

However, this human-centric approach was neither time-efficient nor sustainable given the scale and the need for real-time updates. Tight turnaround expectations and budget constraints made it clear that a traditional model would not meet the business’s evolving needs.



Solution

Client

Challenge

| **Solution**

Benefits

Summary

Hexaware deployed its proprietary Content Hub, a Generative AI-powered platform built for intelligent, automated content creation and management. The engagement began with a focused initiative to optimize content for **2,000+ restaurant descriptions** in APAC and North America, supporting the client's flagship restaurant discovery app.

The solution combined automated data crawling, generative content creation (including AI-generated imagery), and lightweight editorial oversight to produce consistent, brand-compliant restaurant listings at scale. A small team of Hexaware editors ensured all output aligned with brand governance and user experience standards. Key technologies integrated via AWS included:

- AWS Elastic Beanstalk for scalable deployment
- Amazon S3 for secure, flexible data storage
- Amazon RDS for reliable, structured data management
- AWS ECS for containerized microservices
- Amazon Bedrock & Amazon Nova for foundational Generative AI capabilities



Benefits

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The Generative AI-enabled transformation delivered measurable business impact within weeks of launch:

- 100% improvement in content quality scores
- 4.3x acceleration in time-to-market for new listings and updates
- 20% reduction in content gaps across platforms
- Increased customer engagement through more accurate and appealing listings
- Strengthened relationships with both partner restaurants and lifestyle clients due to improved service reliability



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Facing rising content complexity and real-time update demands, the client partnered with Hexaware to reimagine its content supply chain through AI Powered content solutions.

With Hexaware Content Hub running on robust AWS infrastructure, the organization reduced its dependency on manual processes while enhancing the customer experience. The result: scalable growth, sharper digital experiences, and a stronger value proposition for both partners and patrons.



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 <https://www.hexaware.com>

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