

## AI TRANSFORMATION TALES

# Gen AI Marketing Assistant to Augment CX and Marketing Efforts



## BACKGROUND

Our client is one of the world's largest full-service restaurant companies, franchising two iconic brands with a global presence. With a rich history spanning decades, our client has established itself as a leader in the casual dining industry. Our client is committed to delivering exceptional guest experiences, driving franchisee success, and adapting to evolving market trends. With a focus on innovation, the client has embraced technology and digital solutions to enhance its guest experience, streamline operations, and improve overall brand performance.

The objective was to:

- Understand user intents accurately to provide more accurate responses.
- Ensure informative, relevant, and appropriate responses are provided to the user's query.
- Continuously maintaining context and ensure that the chatbot adheres to user-specified guidelines and maintains a specific style or tone of conversation.



## THE SOLUTION

To deliver the proposed solution, we harnessed the power of Gen AI, Natural Language Processing (NLP), and creative content generation techniques to design a marketing assistant tool. Here is our approach to build this innovative solution for our client:

Email Drafting and Proposal Generation: we trained the Marketing Assistant to assist in drafting personalized emails and catering proposals for corporate events and special occasions. By understanding the context and user requirements, the assistant could generate tailored emails in bulk, saving time and ensuring a consistent tone.

- **Advertisement Campaigns and Slogan Creation:** leveraging Gen AI, the system can generate amusing content, including catchy food slogans, taglines, and menu descriptions for newly launched items. This helped create unique advertising campaigns that resonated with the target audience.
- **Engaging Social Media Content:** generated content centered around the restaurant's menu items. By establishing an engaging tone, the assistant created social media posts that captured the attention of users and fostered a strong brand reputation.
- **Food Combination Suggestions:** the marketing assistant tool was designed to offer suggestions for food combinations based on the restaurant's existing items. By understanding user preferences and special occasions, the assistant provided unique and appealing recommendations.
- **Sales Team Support:** The assistant also played a crucial role in supporting the sales team. By analyzing user queries received for special occasions, the assistant suggested relevant menu items and created tailored proposals, ensuring a seamless and effective sales process.



## TECHNOLOGY SNAPSHOT

- API to OpenAI ChatGPT
- Python – Pandas, Numpy, SciKitLearn
- Natural Language Processing (NLP) – To analyze and work on text data.



## BUSINESS BENEFITS

- Increased agility
- Process Optimization
- Better SLAs
- High customer satisfaction
- Reduced unwanted human efforts



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