LTIMindtree

CASE STUDY

Gen AI-Powered Transformation: How a Global Leader in HVAC Streamlined Content Production

About client

A global leader in building and cold chain solutions, innovating to meet the needs of people and the planet. The company serves residential and commercial customers worldwide, providing a range of solutions.

Business challenges

The marketing team faced various challenges in addressing dynamic market needs such as:

Longer time to market

Manually writing marketing content took about a week, delaying marketing efforts.

Channel-specific content requirements

Tailoring content for different marketing channels required a deep understanding of each platform.

Quality and speed of content production

Quickly producing high-quality content for various channels was difficult, affecting consistency and schedules across platforms.

Solution highlights

To address these challenges and improve efficiency, LTIMindtree built a generative AI-based solution using Amazon Bedrock. The solution included:

AI-driven custom content

Automated the creation of customized marketing content for emails and other channels, thereby reducing production time significantly.

Platform-specific best practices

Developed templates and best practices for each marketing platform, ensuring content met specific requirements.

Interactive application

Built an application that incorporated user inputs and feedback to refine content, enhancing accuracy and relevance.

Feedback loop for continuous improvement

Collected user feedback to support reinforcement learning and continuous improvement of the AI model.

Content with the right guardrails

Implemented guardrails to prevent toxic or inappropriate content using Amazon Bedrock and LTIMindtree's large language model (LLM) evaluation framework.

Business benefits

Improved efficiency: Reduced time to market and increased efficiency by 40%, enabling quicker adaptation to campaign needs.

Improved traffic across platforms: Achieved a 10% increase in traffic on platforms like Email, LinkedIn, and Blogs.

Consistent quality across channels: Maintained high-quality, platform-specific content consistently, preserving brand voice and messaging.

Enhanced user control and satisfaction: Provided options for manual review and feedback, increasing user satisfaction and engagement.

Scalable content production: Enabled scalable content production, easily expanding to additional channels like Instagram and web

Improved campaign effectiveness Delivered relevant and tailored content quickly, improving engagement and potentially boosting conversion rates .

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