DataToBiz

Revolutionizing E-Commerce With An End-To-End Large Language Model (LLM) Deployment
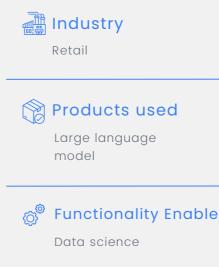
ABOUT CLIENT

- A dynamic player in the digital retail landscape catering to a diverse customer base across the globe.
- As a prominent online seller, they offer a wide array of products across various categories along with a strong emphasis on customer satisfaction and a seamless shopping experience.

PROBLEM STATEMENT

- Our client aimed to to extract valuable insights from customer data, market trends, and social media, hindering their ability to identify growth opportunities and make informed decisions.
- The client's existing applications lacked conversational search capabilities, leading to reduced efficiency and increased response times.
- The client's customer support was missing responsiveness, even better turnaround times and personalized recommendations, affecting customer satisfaction and overall sales in the competitive landscape.

SOLUTIONS

- **Reduced manual efforts** : We provided the client with custom LLM solutions to automate tasks across departments. This optimization reduced manual allocations on sales, marketing, customer service, and other administrative tasks, leading to cost savings and streamlined business management.
- **Generative AI implementation** : NLP experts at DataToBiz developed a custom large language model powered by generative AI, providing real-time access to valuable conversation data. Our LLMs performed sentiment, upselling, and trend analysis, uncovering untapped growth opportunities.
- **Seamless LLM integration**: By integrating Large Language Learning Models into their business systems and operations, we enhanced the client's throughput and enabled conversational search. This integration allowed for specific outputs from applications and maximized their data potential.
- **LLM deployment for customer support** : Leveraging LLMs, we empowered the company to improve customer support, generate personalized recommendations, and analyze customer data effectively, leading to increased customer satisfaction and boost sales.

Industry

Retail

Products used

Large language model

Functionality Enable

Data science

Impact

18%
Cost reduction by automating various business operations

11%
Revenue growth by identifying growth opportunities using LLM-generated insights.

19%
Increase in app throughput via integrated models and a decrease in response time by 21%.

14%
higher retention with improved customer experience and 15% more positive feedback.

pro tip

LLMs provide flexibility, adaptability, scalability, and enhanced business performance.

Take the next step

Embrace transformation, Leverage LLM's