

# Generative AI based Chatbot

## From Ingredients to Inspiration: Crafting a Culinary Journey with Personalized Recommendations

### ABOUT CLIENT

A global consumer packaged goods company headquartered in London, England with a presence in over 190 countries and a workforce of 127,000 people, the company is dedicated to delivering quality products and service across various categories.

### THE CHALLENGE

To address the evolving demands of the culinary landscape, the Global CPG company aimed to overcome the monotony faced by individuals when selecting recipes from available ingredients. The goal was to provide personalized recipe suggestions by recognizing ingredients from the customers uploaded images/texts.

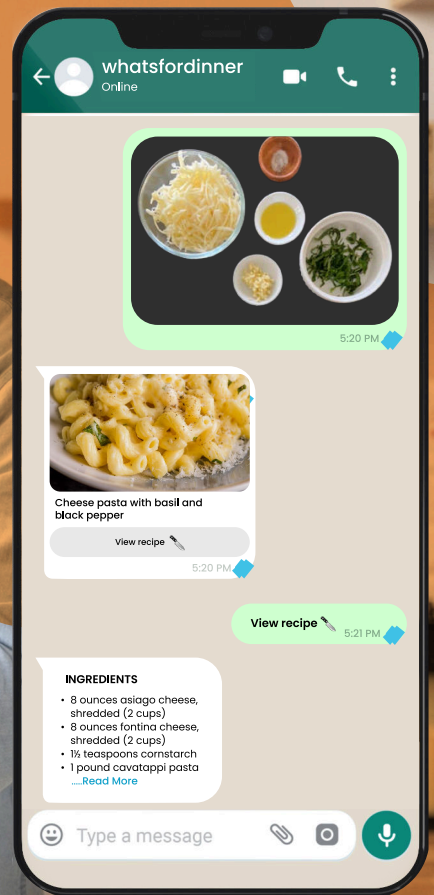
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### SOLUTION

To fulfil the objectives of the company, Acuvate implemented a Recipe Recommendation Bot “whatsfordinner”. The chatbot deployed over WhatsApp utilizes advanced technologies to provide personalized, and culturally diverse recipe recommendations based on customer inputs. This solution would function as a virtual chef advisor, fostering increased user loyalty and satisfaction.

#### Key Features

- Intuitive Quiz-Based Interaction: Based on customers preferences the bot will provide personalized recommendations tailored to their taste.
- Cutting-edge Image Recognition: Integration of Recipe Management System helps the customers to scan /upload ingredient images to streamline the recipe selection process.
- Diverse Dietary Preferences: Accommodates vegan, gluten-free, nut-free preferences, the bot ensures a tailored culinary experience for every user.
- Cuisine-Based Categorization: Enhances the experience by categorizing recipes into diverse cuisines by facilitating exploration and discovery of various culinary traditions.



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### TECHNOLOGIES USED



Generative AI

### RESULTS

65%

increase in month-on-month Customer Satisfaction Score.

46%

of total users willingly provided consent, demonstrating high customer engagement.

With **2000+** recipes, the bot caters to diverse customer preferences.

### About Acuvate

With over 17 years of experience in digital solutions, accelerating enterprise-wide digital transformation with our AI accelerators, we provide solutions and services that modernize, automate and support organizations. We help our customers transform their conventional processes to match the next-generation technological trend. We have a strong presence in the US, Europe, and the Middle East, where we serve multiple Fortune 500 companies. We specialize in New-age AI solutions, Migration & Modernization, and Digital Workplace Solutions. With our multi-skilled experts and packaged AI accelerators, we deliver unparalleled efficiencies and accelerate time-to-value for our customers