**GenAI and ML Use cases for Zomato**

As one of the leading integrated producers of Special Bar Quality (SBQ) and alloy steel in India, ABC Steel can leverage Generative AI, Large Language Models (LLMs) and Machine Learning to enhance operational efficiency, improve product quality, and expand service offerings. With the support of AI Planet's GenAI Stack and team of AI experts, the following use cases can be realized:

**Use Case 1: Zomato AI - Your Foodie Buddy**  
**Objective/Use Case:** Provide personalized food recommendations and enhance user engagement through an AI-driven chatbot.  
**AI Application:** Deploy a generative AI chatbot to interact with users, suggest dishes based on preferences, and assist in order placement seamlessly.  
**Cross-Functional Benefit:**

* **Customer Experience:** Increases user satisfaction by offering tailored recommendations and instant support.
* **Marketing:** Enhances brand engagement and customer retention through interactive AI features.
* **Operations:** Streamlines the order placement process, reducing errors and improving efficiency.

**Use Case 2: Zomato Learns Generative AI From Swiggy**  
**Objective/Use Case:** Leverage competitive insights to develop advanced AI-driven features, inspired by market leaders.  
**AI Application:** Integrate AI models that analyze competitor strategies, including menu optimizations, delivery trends, and user behaviors, to innovate and improve Zomato's services.  
**Cross-Functional Benefit:**

* **Strategy:** Identifies market gaps and aligns offerings with customer demands.
* **Product Development:** Enhances Zomato's platform features to stay ahead in the market.
* **Finance:** Attracts more customers, improving revenue streams.

**Use Case 3: Zomato Revolutionizes Food Delivery with Machine Learning**  
 **Objective/Use Case:** Optimize delivery routes to reduce delivery times and costs.  
 **AI Application:** Implement machine learning algorithms that analyze traffic, weather, and historical

data to suggest the most efficient delivery paths.  
 **Cross-Functional Benefit:**

* **Operations:** Reduces delivery time and improves order fulfillment efficiency.
* **Customer Experience:** Ensures timely deliveries, enhancing customer satisfaction.
* **Finance:** Reduces fuel and operational costs, contributing to better profit margins.

**Use Case 4: Zomato Explores Generative AI Following Blinkit's Success**  
 **Objective/Use Case:** Create innovative AI-based solutions inspired by Blinkit to enhance service

delivery.  
 **AI Application:** Utilize generative AI to create new marketing content, optimize inventory

management, and develop predictive models for user demand.

**Cross-Functional Benefit:**

* **Marketing:** Produces creative campaigns and personalized notifications for users.
* **Supply Chain:** Improves demand forecasting to ensure inventory availability.
* **Customer Experience:** Offers more relevant suggestions and quicker service.

**Use Case 5: Zomato Embarks on Groundbreaking Artificial Intelligence**  
**Objective/Use Case:** Enhance operational efficiency and user engagement through cutting-edge AI technologies.  
**AI Application:** Develop AI models for personalized menu recommendations, demand prediction, and real-time order tracking.  
**Cross-Functional Benefit:**

* **Product Development:** Creates a smarter and more intuitive user interface.
* **Operations:** Automates routine tasks, allowing better focus on critical areas.
* **Finance:** Improves overall profitability through efficient resource utilization.

**Use Case 6: Zomato Launches AI Chatbot - Your Personalized Food Assistant**  
 **Objective/Use Case:** Improve user experience with a chatbot offering 24/7 assistance for food

discovery and ordering.  
 **AI Application:** Deploy a conversational AI chatbot trained to understand user preferences, answer

queries, and assist in making informed food choices.  
 **Cross-Functional Benefit:**

* **Customer Support:** Provides instant help, reducing wait times and improving service quality.
* **Sales:** Encourages higher order values by suggesting complementary items.
* **Marketing:** Strengthens Zomato's position as a tech-driven food delivery platform.