

UDACITY

My Programs

Discover

Catalog

Q

U

KS

Launching Generative AI for your Business

←

< Back

1. Lesson Overview

2. Where do we Start?

3. Value Chain

4. Case Study: Swiggy's strategic leveraging of Generative AI for customer service

5. Prioritize Opportunities

6. Exercise: Prioritizing Opportunities

7. Solution: Prioritizing Opportunities

8. Choosing your Generative AI Project

Downloadable resources

< Back

< Back

1. Lesson Overview

2. Where do we Start?

3. Value Chain

4. Case Study: Swiggy's strategic leveraging of Generative AI for customer service

5. Prioritize Opportunities

6. Exercise: Prioritizing Opportunities

7. Solution: Prioritizing Opportunities

8. Choosing your Generative AI Project

Downloadable resources

My Programs

...

Launching Generative AI for your Business

Case Study: Swiggy's strategic leveraging of Generative AI for customer service

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Swiggy's strategic leveraging of Generative AI for customer service

Swiggy, a prominent Indian online food delivery platform, leverages generative AI to distinguish itself among its competitors. Their experience is instructive for other businesses hoping to use GenAI toward the holy grail of personalization.

Primary areas of business challenges addressed by GenAI

Food discovery:

It's challenging to help users navigate the vast and often overwhelming selection of food options. Swiggy uses GenAI to personalize food recommendations based on individual user preferences, dietary restrictions, and past order history. This not only improves user satisfaction but also increases order volume.

Restaurant discovery:

Researching new restaurants can be time-consuming. Swiggy's GenAI-powered restaurant recommendations suggest options based on user preferences, location, and food trends, making the discovery process more efficient and enjoyable.

Customer service:

Providing prompt and helpful customer service is crucial for any online platform. Swiggy leverages GenAI-powered chatbots to handle routine inquiries and resolve basic issues, freeing up human agents for more complex problems.

Swiggy's strategic approach to GenAI

Focus on user experience:

Swiggy prioritizes using GenAI to enhance the user experience, making it more intuitive, personalized, and efficient. This user-centric approach ensures that GenAI solutions directly address customer pain points and drive satisfaction.

Data-driven insights:

Swiggy leverages its vast amount of user data to train and refine its GenAI models. This data-driven approach ensures that the models are constantly learning and adapting to user behavior, leading to more accurate and relevant recommendations and solutions.

Experimentation and innovation:

Swiggy fosters a culture of experimentation and innovation when it comes to GenAI. The company is not afraid to try new things and explore different applications of the technology, which has led to the development of creative solutions like the Dineout conversational bot.

Potential implications for other organizations

Identify clear business challenges:

Before diving into GenAI, organizations should identify specific business challenges that the technology can address. This will help them focus their efforts and ensure that GenAI is used strategically.

Invest in data infrastructure:

GenAI models rely heavily on data for training and refinement. Organizations need to invest in robust data infrastructure to collect, store, and manage the data required for successful GenAI implementation.

Adopt a user-centric approach:

Like Swiggy, organizations should prioritize using GenAI to improve the user experience. This will ensure that GenAI solutions are not only effective but also appreciated by customers.

Embrace experimentation:

Experimentation is crucial for success in the rapidly evolving field of GenAI. Organizations should be willing to try new things and learn from their mistakes.

Swiggy's GenAI journey provides a blueprint for success that generalizes well beyond the food sector. Their focus on simplifying food discovery, elevating restaurant recommendations, and streamlining customer service serves as a great example of how to target improvement within a functional area (Customer Support) with GenAI. As a result, Swiggy enjoys tangible outcomes in the form of improved user experience, streamlined operations, and enhanced customer satisfaction.

← Previous

Next →

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