

Enhancing User Experience on a Utility Company's Website with Gen-AI

Discover how Uruguay's main electricity company integrated AI to streamline information search for its website visitors.

Problem

Our client's electric mobility website offered helpful information to visitors but was scattered in different sections of the website, requiring a lot of navigation to find it.

Objective

To implement AI to streamline the information search process and improve accessibility for website visitors seeking information on electric mobility.

Challenges

To provide a seamless user experience through a specific and user-friendly interface, similar to WhatsApp.

Solution

Leveraging **Globant Enterprise AI**, we developed an **advanced chatbot tailored for the electric mobility website**, enabling site visitors to ask questions and immediately receive answers typically found in a FAQ section or through site navigation.

Developing this AI solution with Globant Enterprise AI ensured:

- **A significant acceleration** of implementation times.
- **Data security and privacy** in handling and processing.
- **Efficiency and accuracy** in processing vast amounts of documentation without compromising performance, allowing for seamless scalability and updates to the document base.

Results

The AI assistant on the electric mobility website built with **Globant Enterprise AI** significantly **enhanced the user experience by providing readily available answers and improving information accessibility** for the general public.

