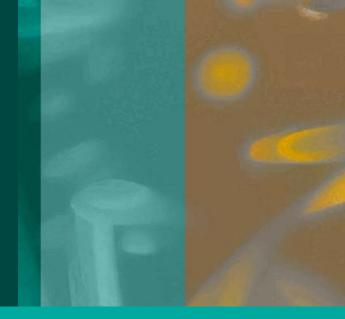
Globant > Enterprise Al

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

Discover how Uruguay's main electricity company integrated Al 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 Al solution with Globant Enterprise Al 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.

