

## 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.

### Challenge

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

## Solution

Leveraging **GeneXus 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 GeneXus 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 **GeneXus Enterprise AI** significantly **enhanced the user experience by providing readily available answers and improving information accessibility** for the general public.



## Shape your AI journey

Get in touch