

# AI-Powered Content Writer for Automotiv Industry

A global automotive company wanted to provide its vendors with more generated content while configuring specific car models for lease contracts. The goal was to enhance the user experience for vendors and make it easier for them to access all available features when offering a model.



## CHALLENGES

- Solution for a configuration of Multi-brand car offerings
- Optimize SEO
- Create language consistency
- Create a platform where content can be used without technical skills



## BENEFITS

- Improved customer experience
- Improves SEO, Better findability and online marketing conversion rates
- Enhanced communication and user experience
- Brand differentiation and loyalty
- Increases efficiency and Ease of use and quick content

## AI Solutions.

**AI for Content** refers to AI-powered tools that generate, enhance, and optimize content, including:

- Text (Articles, Blogs, Reports, Emails)

### **AI Content in Azure OpenAI:**

**GPT-3.5;** AI text generation, summarization, rewriting;  
Blog writing, email automation, script generation

## Technical Implementation.

- We built a Node.js application exposed as a REST API to generate AI-powered marketing texts for all possible vehicles.
- To create compelling marketing text, it uses BLS to retrieve detailed vehicle data and enrich the prompt with the Azure OpenAI GPT-3.5 model.
- We deployed the service as a container image in Azure, making it scalable and easily accessible for external applications to generate marketing texts on demand.

## How Macaw helps customers.

Macaw has provided significant value in implementing the AI Writer on the Azure Open AI for the vendors in the B2B lease market

- Expertise in AI and Azure OpenAI: Leveraged deep knowledge to design and implement marketing Content.
- Custom Solution Development: Tailored Marketing Configurator to meet vendor's needs.
- Enhanced User Experience: Created a car Content Configurator with easy access.
- Scalability and Performance: Designed to handle high query volumes efficiently.
- Continuous Improvement: Used prompt engineering for accurate and aligned responses.

