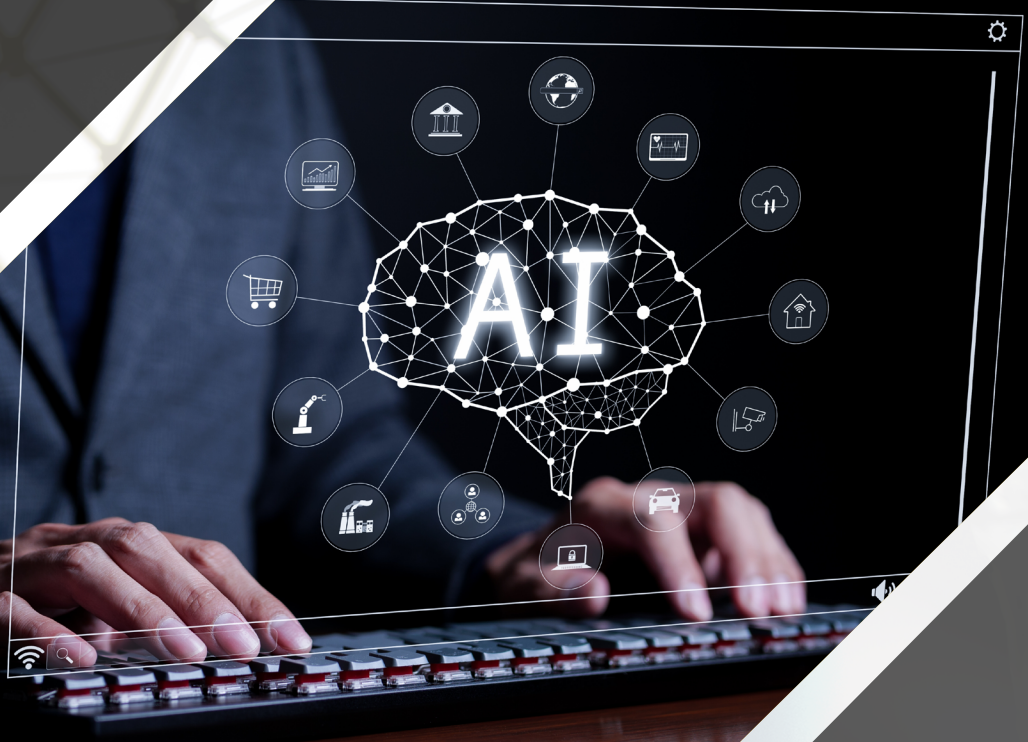


CASE STUDY

Technology

Automate Content Generation and Enable Last-minute Responses with Generative AI



About the client

Founded in 1959, the client is a leading financial services provider based in India. It falls under the umbrella of a major conglomerate with USD 60.76 billion in assets and offers a diverse portfolio encompassing a broad range of financial solutions including asset management, lending, insurance, housing finance, and wealth management services. The client has an employee base of 305,309 and a revenue of USD 91.84 billion.



Founded in

1959



Assets

USD 60.76 Bn



Revenue

USD 91.84 Bn



Employees

305,309



Challenges

The firm confirmed the following primary challenges that required troubleshooting:

- The client reported significant challenges associated with creating and posting content regularly on social media, especially in cases necessitating last-minute responses.
- They also encountered hurdles in posting highly relevant content built upon latest industry trends, news and PR updates, and moments of fluidity in the market.
- While the task of content creation was outsourced to agencies, the firm still faced delays in conceptualization and designing which significantly hampered relevancy, virality, and urgency upon posting.

With a view to mitigate these issues and streamline content generation, the client asked to automate content generation with the help of generative AI. The primary goal was to address ad hoc last-minute demands as efficiently as possible.



Methodology and Approach

In line with the client's needs, Netscribes designed a custom solution integrated with OpenAI's ChatGPT and DreamStudio which enabled text and image generation respectively. The key modules featured by our solution included:

- **Data Extraction Module:** This allows users to write prompts for both text and image content generation. Users can easily upload reference images and create new visuals faster. Prompts are effectively validated based on brand guidelines, ensuring adherence to the right tonality, profanity, etc.
- **Content Generation Module:** It is an integration layer with the tools – ChatGPT and DreamStudio – displaying the outcome of generated text and images.
- **Image Processing Module:** This module allows users to add certain elements like tagline, brand logo, etc to enhance the visual appeal of the generated image.

Other Modules: There are several other modules featured in our solution enabling different functions such as reviewing generated post, providing feedback on content, integrating social media for direct deployment, and scheduling social posts.



Results

- Dependency on the external agency for ad hoc requirements was significantly reduced.
- Average time realized for generating a social media post with image content was reduced from approximately 1 to 2 days, to now less than 2 hours.
- The overall UX simplified and accelerated the process of reviewing and sharing feedback. This enabled a large number of iterations to be made within a short period of time, enhancing the quality of the content generated.
- The solution allowed easy scalability, expanding from 8 users in one brand division to more than 70 users across 12 brand divisions, without much impact on the cost.



Client Benefits

Our customized solution helps users utilize generative AI and generate text and images more efficiently. Additionally, we streamline and simplify the process of reviewing generated posts both images as well text, scheduling social posts, providing feedback, and integrating social media for direct deployment. Our solution is designed to enhance conceptualization, and relevance of your content, enabling last-minute responses.

Join the digital race with automated content generation powered by Netscribes' AI solutions.



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