



HCLTech Autowise Companion

Personalizing the automotive buying
journey with GenAI



Overview

HCLTech AutoWise Companion is a transformative GenAI solution designed to enhance customers' automotive purchasing journeys. The platform provides a seamless and impactful experience for buyers and automotive manufacturers (OEMs), powered by advanced language models and multi-modal capabilities.

The solution offers customers a personalized and guided approach to vehicle selection. By understanding individual preferences and needs, the system generates tailored recommendations, detailed feature explanations and customized brochures to help buyers make informed decisions. Customers can engage in natural language conversations to explore vehicle specifications, pricing and other key details, empowering them to choose the best model that fits their requirements confidently.

Features:

- For OEMs, the HCLTech AutoWise Companion solution delivers data-driven insights to drive strategic decisions and boost sales
- The platform aggregates and analyzes customer feedback from various sources, including quality reporting tools, social media reviews and transaction data. This allows OEM managers to understand customer sentiments better, identify areas for improvement and formulate targeted strategies to enhance customer satisfaction and loyalty



Target customers

The target customers are automotive manufacturers and dealerships looking to streamline the purchasing experience, improve customer engagement and make data-driven decisions.

Benefits

- **Personalized vehicle recommendations:** The solution leverages advanced language models and multi-modal capabilities to understand individual customer preferences and provide tailored vehicle recommendations, empowering buyers to make informed purchasing decisions
- **Data-driven insights for OEMs:** By aggregating and analyzing customer feedback from various sources, including quality reports, social media reviews and transaction data, the platform enables automotive OEMs to gain valuable insights and make strategic, data-driven decisions to boost sales and customer satisfaction
- **Seamless Cloud-Based Delivery:** Leveraging the power of Amazon's generative AI services and the robust AWS technology stack, the HCLTech AutoWise Companion solution is delivered as a scalable, cloud-based platform, allowing for easy integration and quick benefit realization.

AWS services used:

Amazon Bedrock

AWS technology stack

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Progress™

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