GenAI Vendor Item Management

66degrees provided the GenAI, data engineering, and Google Cloud expertise to help identify the business opportunity, architect the AI-led solution, and deliver the solution to reshape the future of work and open the art of the possible at GFS.

The challenge
Gordon Food Service, with over 450,000 items, recognized a chance to further elevate its product information management. Enhancing depth, refining quality, ensuring consistent formatting, and expanding multilingual options are opportunities for GFS to gain efficiencies and improve customer experience. The ideal use case for AI to automate and amplify their product information.

The solution
The project implements an AI-powered solution centered around Large Language Models. These models are integrated to generate dynamic, multilingual product descriptions and images, ensuring data quality and consistency. Furthermore, the solution includes functionalities to validate product information against GFS cataloging standards, ensuring proper formatting and visual appeal on the website.

The result
This AI-driven item management approach is set to further improve the GFS eCommerce experience. By automating the creation of compelling product descriptions and images in multiple languages, GFS will boost customer engagement, improve product discoverability, and drive internal efficiencies in generating this type of creative content.

> " This tool not only solves a problem for our business but helps folks imagine what an AI driven future looks like with AI at our side. It has drummed up a significant amount of other opportunities where we can apply this technology to move our business forward. "
>
> Kyle Partlo

About Gordon Food Service
Gordon Food Service is a leading North American foodservice distributor. They offer a wide range of food products, beverages, and supplies to businesses like restaurants, healthcare facilities, and schools. GFS focuses on delivering high-quality products, exceptional customer service, and tailored solutions to meet the diverse needs of clients.
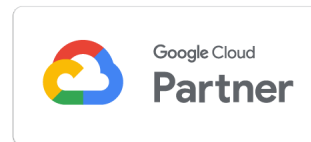
Vertical/horizontal solution: Food, Beverage & Restaurants

Primary project location: United States

About 66degrees Holdings, LLC
66degrees combines AI, Data and Cloud expertise in helping clients reshape the future of customer experience and future of work in their organization.

Google Cloud
Partner

Products
Google Cloud Platform