Infosys topaz

Catalyzing consumer marketing

LG Electronics: Gaining from automated consumer insights for increasing digital sales

LG Electronics is leading the global market in smart home appliances and consumer electronics.

From a strategic standpoint of the brand, LG Electronics makes a solid and uncompromising promise to create a better life for their customers. They articulate it succinctly – Life's Good. The company truly understands the power of harnessing cutting-edge technology to deliver on their promise. In fact, the company redefined AI as "Affectionate Intelligence," with a conviction that AI can foster more empathetic and attentive customer experience. In fact, leveraging the company's vast repository of user data, the LG AI Brain forecasts customers' needs based on user-product interactions and contextual learning.

Having made significant progress on its AI journey, LG Electronics USA approached Infosys to implement a reliable and cost-efficient AI solution for automated consumer insights for digital channel and customer sentiment analysis that helps to increase digital sales. Traditionally, businesses grapple with fragmented data sources and often rely on costly third-party tools for customer insights. Infosys revolutionized the approach by creating a unified data architecture to seamlessly integrate disparate data sources, including CRM systems,

digital marketing platforms, competitor data, social media platforms, customer feedback channels, and transactional databases. Leveraging cutting-edge technologies and best practices, the data fabric solution served as the foundation for our automated consumer insights initiative.

Infosys then conducted a Proof of Concept (POC) for customer sentiment analysis, leveraging the capabilities of our newly implemented data fabric by implementing a generative AI-powered sentiment analysis solution on Google Cloud, seamlessly integrating diverse data sources. This included data from sources such as Bazaar Voice, Intellytics, VoiceBot, ChatBot, and audio files. The generative AI solution included Chirp for speech-to-text conversion and Text Bison for sentiment analysis. Scalability, efficiency, and compliance with industry standards for data handling and model operationalization were seamlessly managed. The solution delivers up to 50% greater efficiencies with automated consumer insights. The solution is now planned to be moved into production.

LG Electronics USA, like Infosys, is acutely aware of their responsibility to deploy AI in an ethical manner. The company aims to develop AI systems that benefit all users, promote safe behavior and deliver delight to customers.

"Companies, like our own, are already trying to stay ahead by exploiting gen AI models in order to improve customer experience and harness exponential business growth. The next step for us will be to differentiate ourselves with the value that gen AI can deliver along with our own data and systems. There are significant opportunities for companies that want to push ahead with gen AI and we want to be recognized as a leader in this space. Infosys with their deep expertise and investments in gen AI is a natural partner of choice for us to help achieve our goals."

– Sujatha Krishnan, Senior Director, Head of Data Solutions, LG Electronics USA