



2026 | CASE STUDY | NETWORK SCIENCE

GEN AI CONVERSATIONAL BOT FOR SPICE MANUFACTURER

Overview

1.

A specialty spice manufacturer with a global customer base needed to handle high volumes of customer inquiries efficiently — without compromising on personalization. Network Science deployed a Gen AI conversational bot to automate FAQs, product recommendations, promotions, and customer support across all digital touchpoints.

Solutions & Strategy

2.

Deployed a Gen AI-powered conversational platform that automated customer interactions, delivered personalized product recommendations, and enhanced customer engagement across digital channels.

Solution

Gen AI Customer Assistant

Personalized Recommendations

Automated Customer Support

Omnichannel Integration



4.

- Large volumes of customer inquiries handled autonomously.
- Response times significantly reduced.
- Upselling opportunities increased through personalized, context-aware recommendations.
- Customer satisfaction scores improved.
- Human teams freed from routine queries to focus on higher-value work.

Result

70%

Faster Response Time

60%

Query Automation

↑ 25%

Upselling Revenue Growth

The Gen AI conversational bot turned customer service from a cost centre into an engagement engine. Automation handled scale; AI handled personalization — together, they elevated the customer experience while freeing human capacity for work that matters.