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HelloFresh streamlines customer service with Amazon Lex chatbot

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01

Overview over problem we are solving – problem statement

02

Engagement with tecracer – how is tecRacer filling the gap?

03

Solution design

04

Roadmap ahead for HelloFresh

01 Overview - Problem to Solve

Double Chatbot Costs

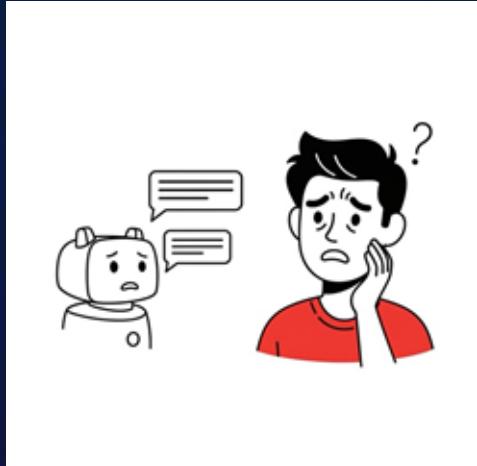


01 Overview - Problem to Solve

Double Chatbot Costs



Poor Self-Service Rates

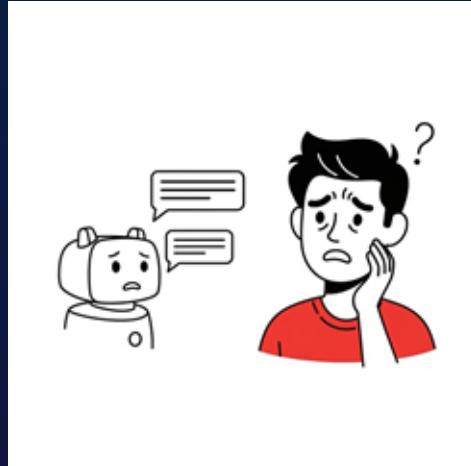


01 Overview - Problem to Solve

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Poor Self-Service Rates



Lack of Integration

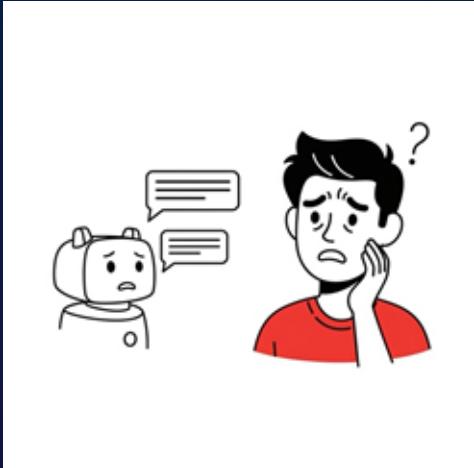


01 Overview - Problem to Solve

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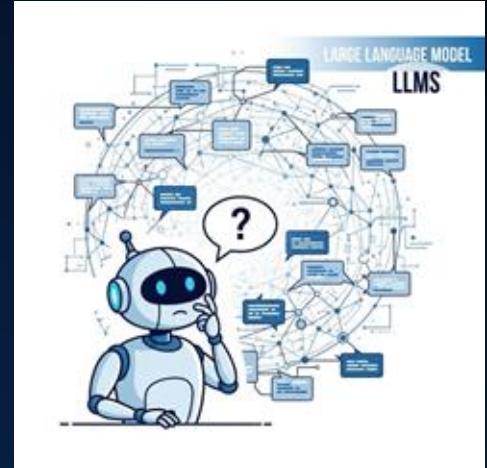
Poor Self-Service Rates



Lack of Integration



LLM Potential



01 Overview - Goal

Single Global Chatbot



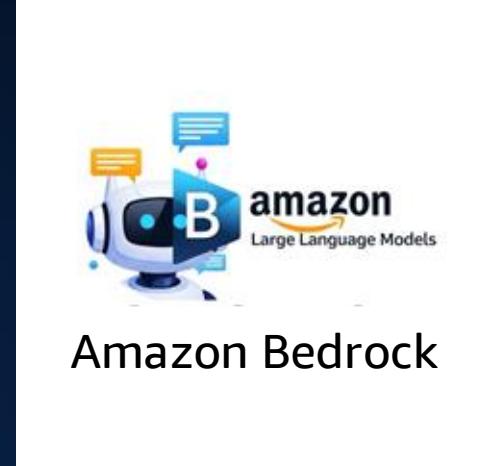
Increase Self-Service



System Integration



Leverage LLMs



02 Engagement with tecRacer



Design & build Chatbot MVP



8+ FTE cross-functional
Project team



Tight 3 month timeline



Deep Conversational AI
experience



Local proximity: German
& English-speaking team

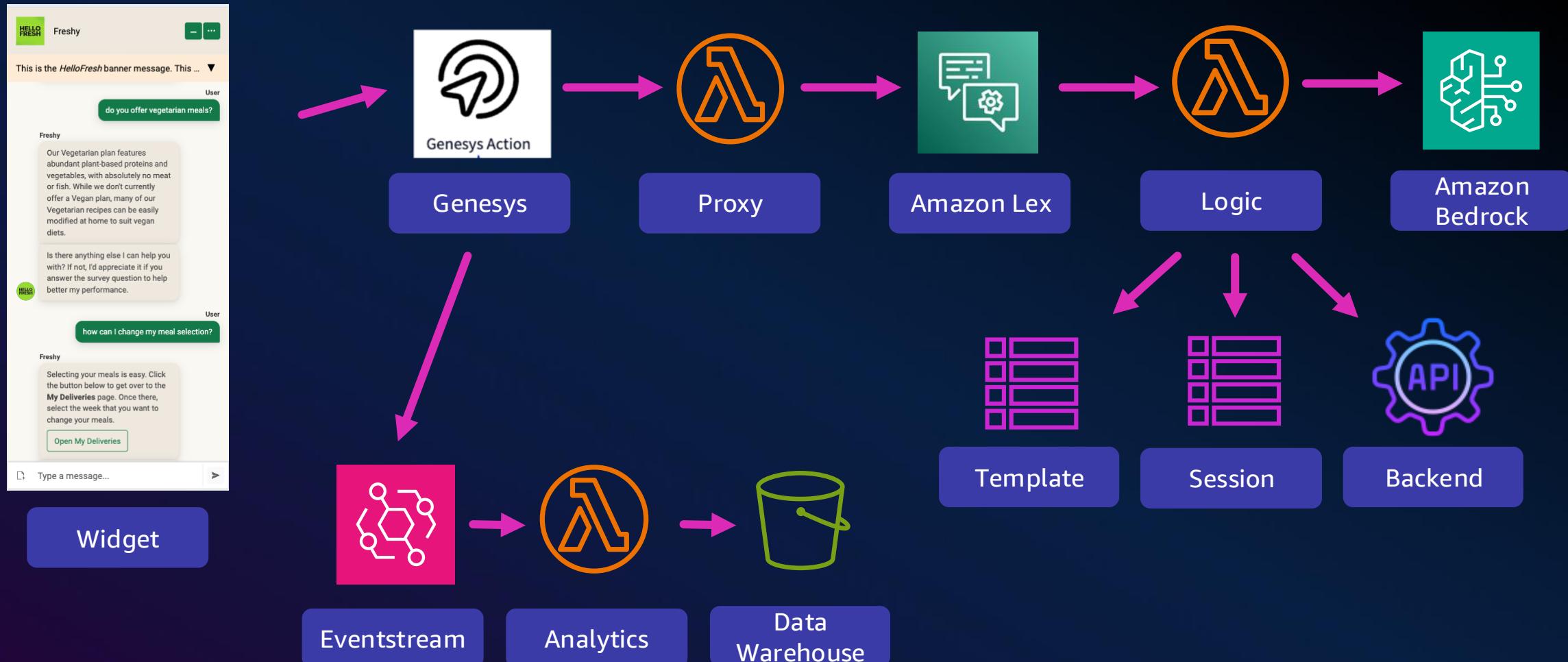


Teamwork
HelloFresh | AWS | tecRacer

03 Solution design

- Overview
- Proactive and Seamless Chat Handover
- Chatbot Ecosystem: Comprehensive System Integration
- Multi-Tiered Approach to 100% Chat Intent Resolution
- Balancing Cost and Performance: Bedrock Model evaluation

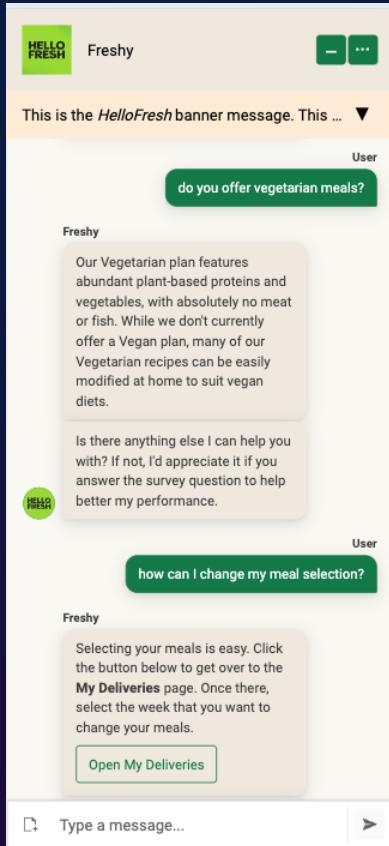
Solution overview: From Freshy to System integration



Proactive and seamless chat handover



Customer



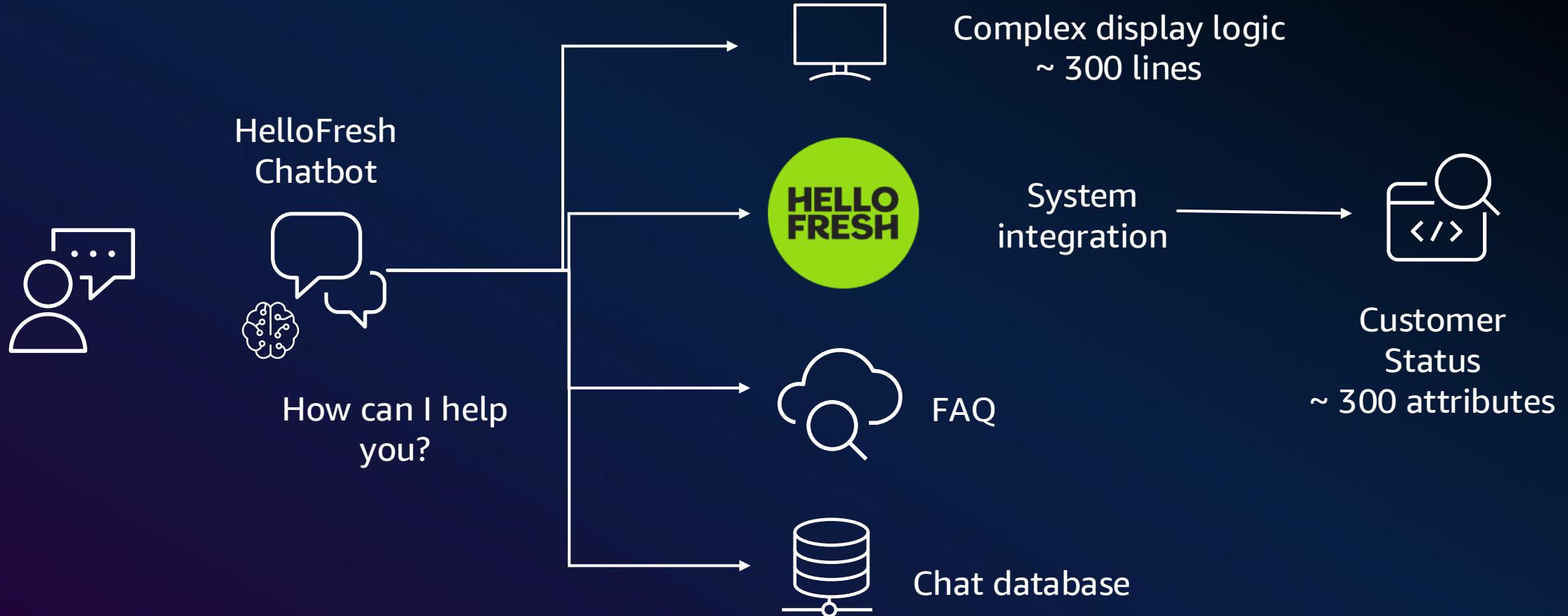
Customer service
agent



Amazon Lex &
Bedrock

- Data is summarized by Amazon Bedrock to enable fast information
- Handover starts technically when chat with customer starts

Chatbot Ecosystem: Comprehensive System Integration



Multi-Tiered Approach to 100% Chat Intent Resolution



Text 100%

Amazon Lex
~80%

Amazon Bedrock
LLM ~90%

Bandwidth

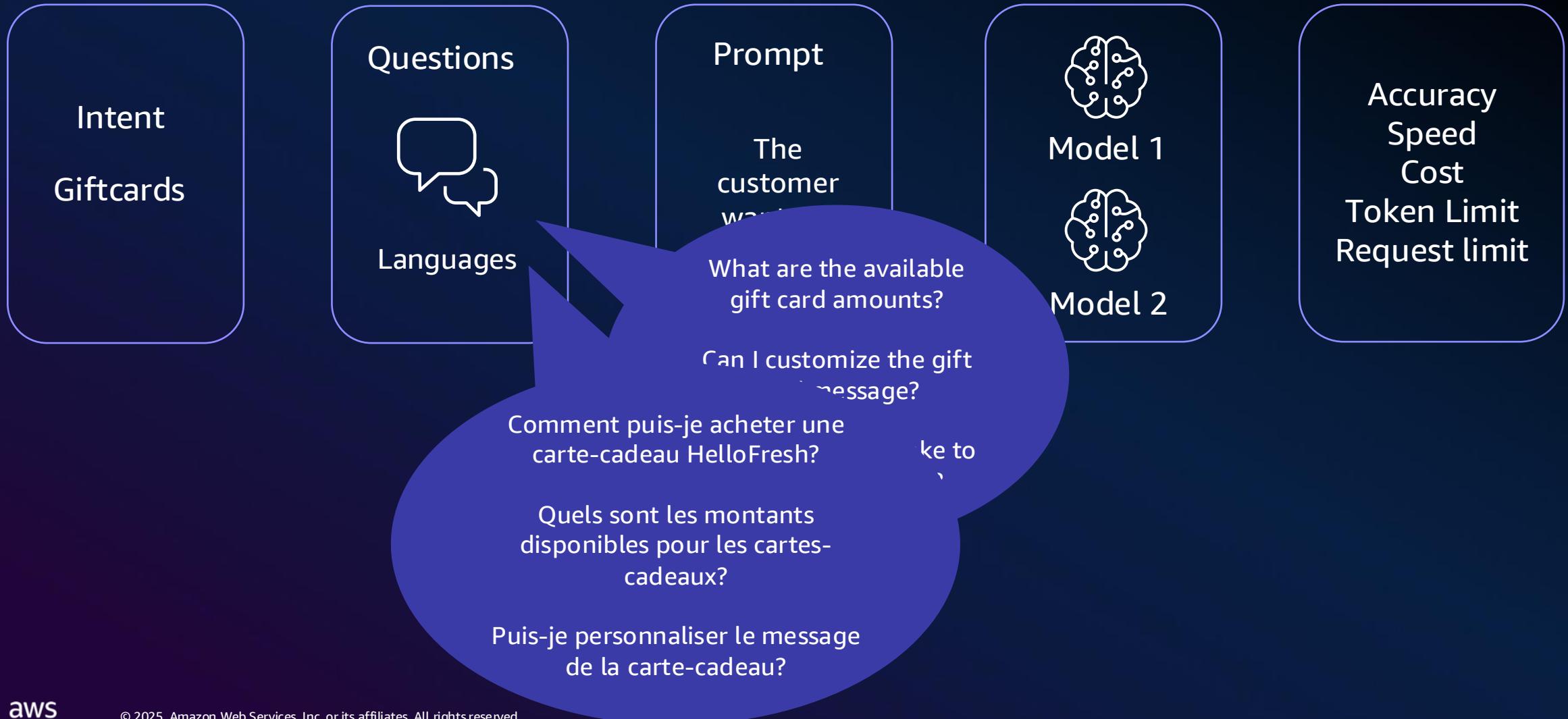
A vertical pink double-headed arrow indicating the bandwidth range for the third tier.

- Text comparison
- Matches exact text
- For non model-decidable cases
- Admin adjust rare cases in real time

- NLU – trained model
- Matches utterances
- Only matches one language
- You have to find all utterances

- LLM Large language model
- Matches meaning

Balancing Cost and Performance: Amazon Bedrock Model evaluation

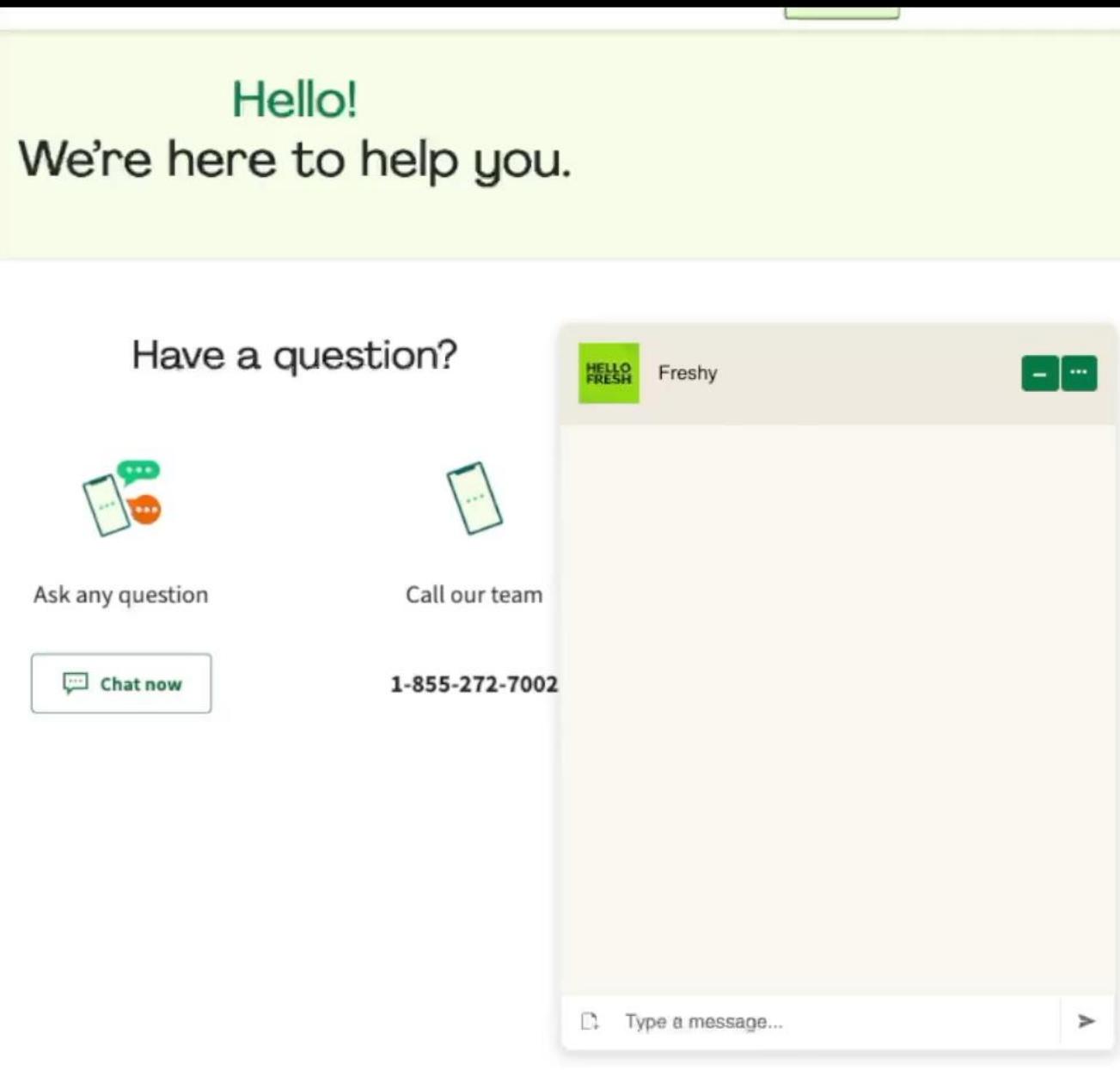


Personalized
Greeting

Click button
navigation

Text chat powered
by Bedrock

Customer
satisfaction survey



04 Roadmap

Current State (check)

- MVP release in Canada
- 70+ use cases
- Multi-language
- System Integration
- Claude Haiku LLM

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End of 2025

- Globally launch in 20 markets & 7 brands
- Deprecate legacy bots
- Automate App functions
- Improve self-service rates by more than 50%

04 Roadmap

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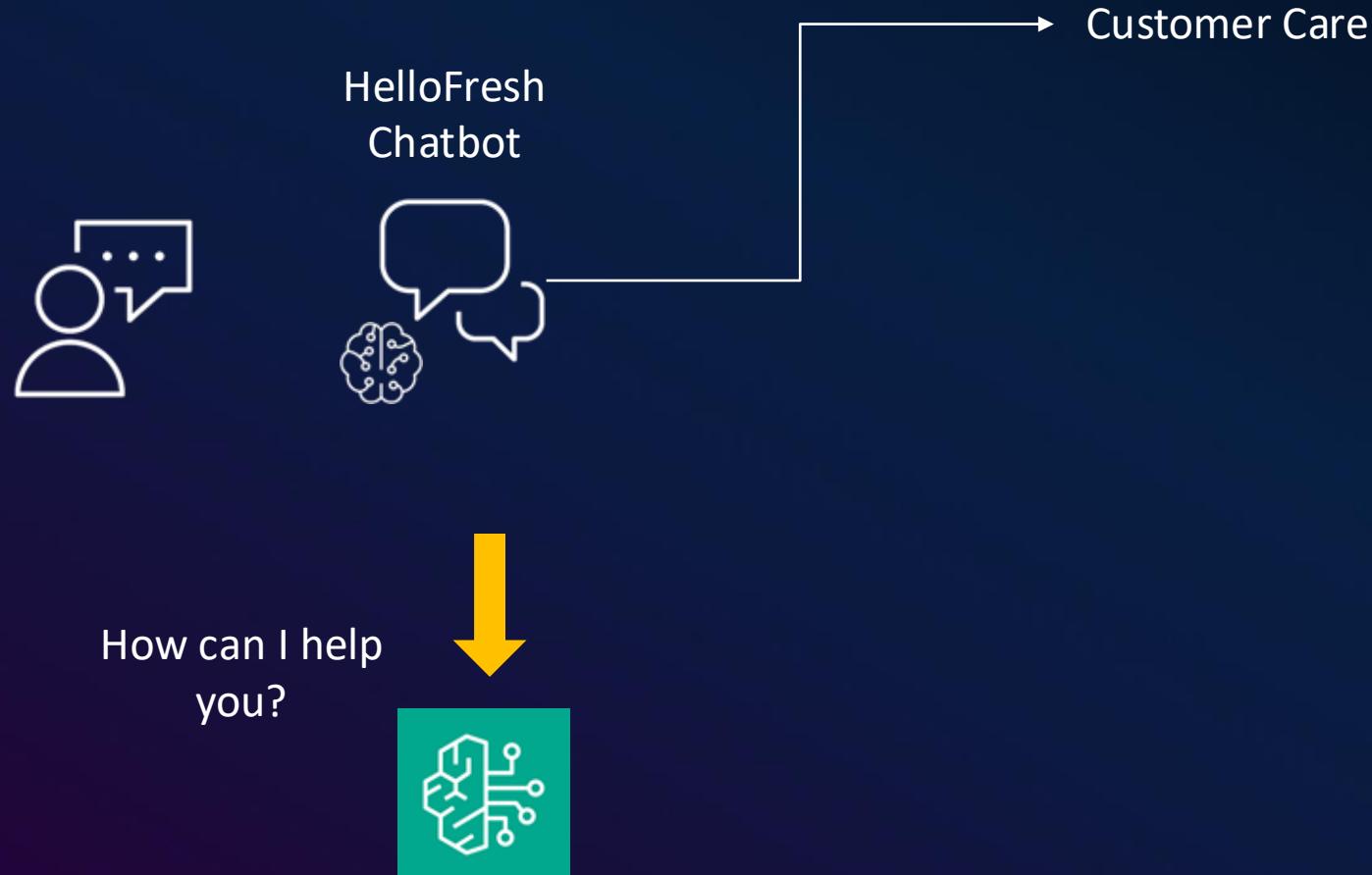
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2026?

Chatbot Ecosystem



Chatbot Ecosystem



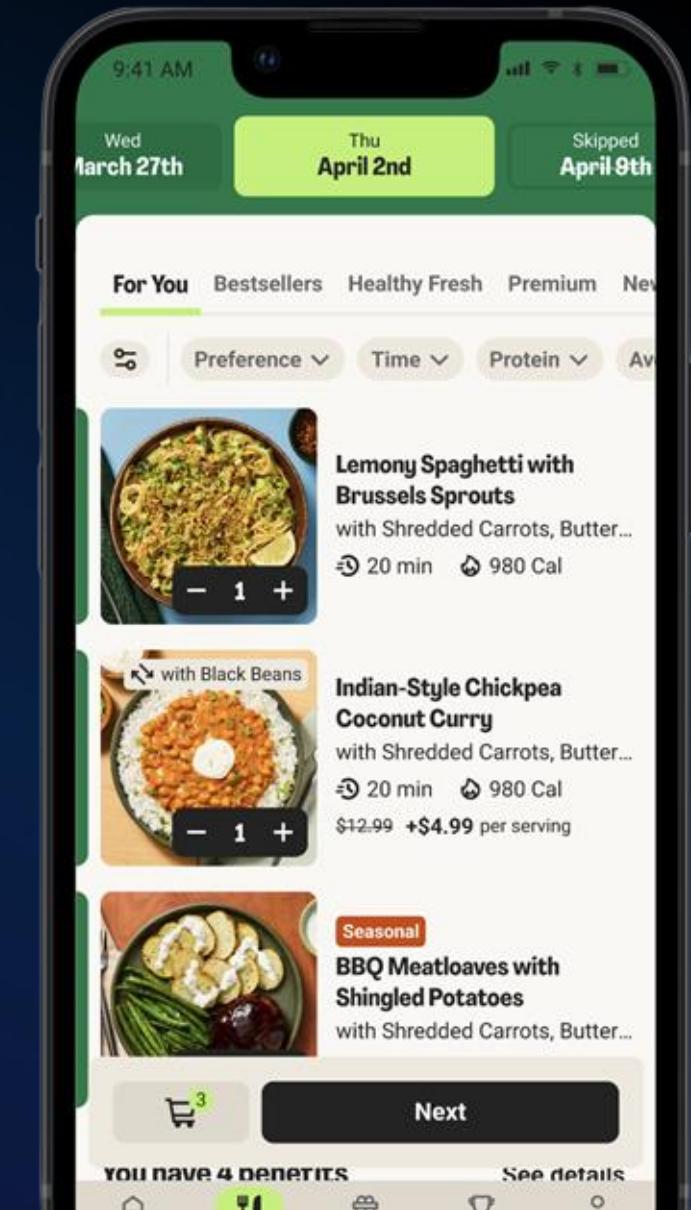
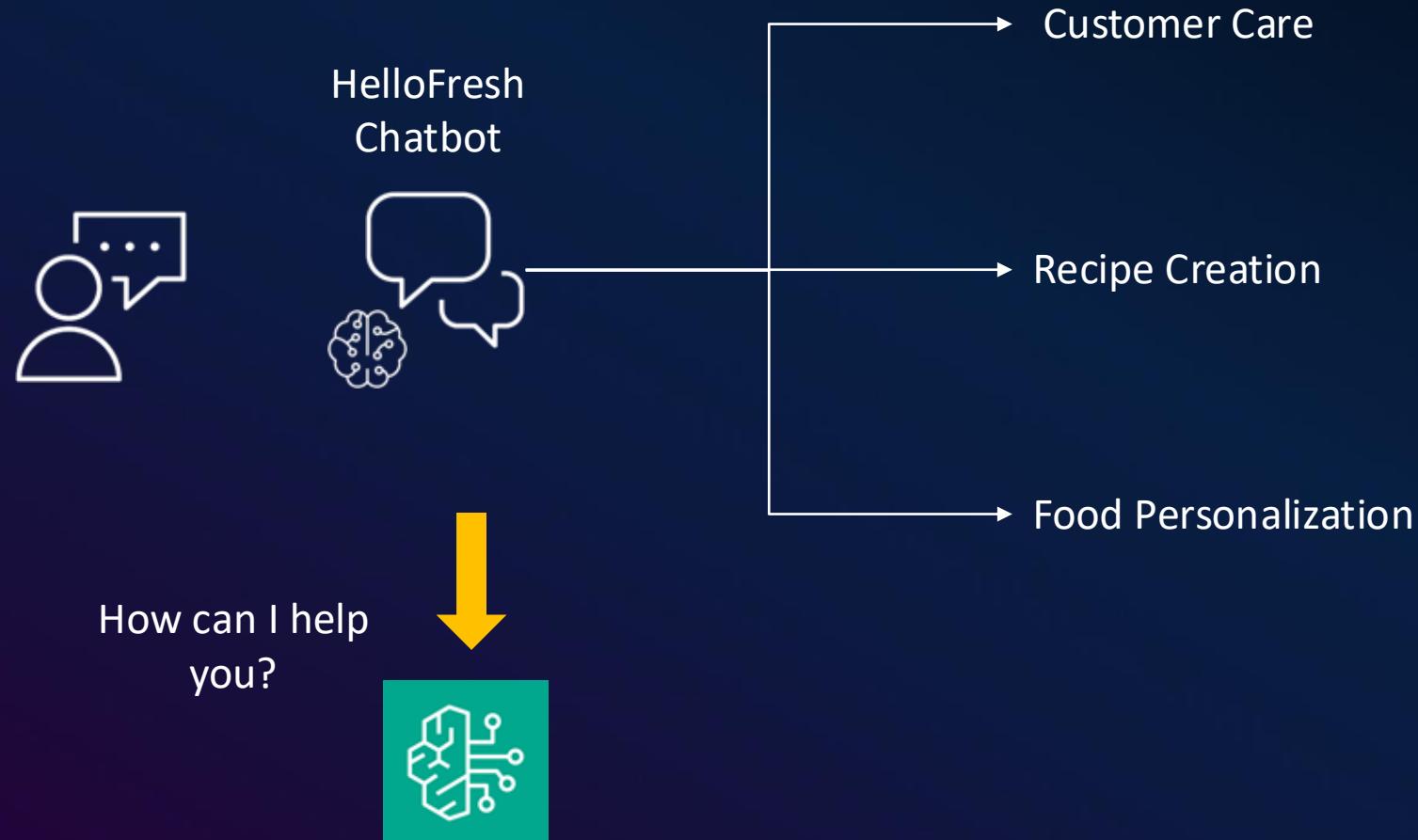
HelloFresh
Chatbot



How can I help
you?



Chatbot Ecosystem



Thank you!



Please complete the session
survey in the mobile app

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