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AWS SUMMIT



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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

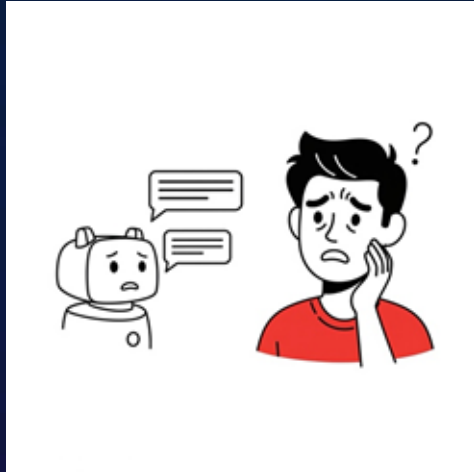


01 Overview - Problem to Solve

Double Chatbot Costs



Poor Self-Service Rates

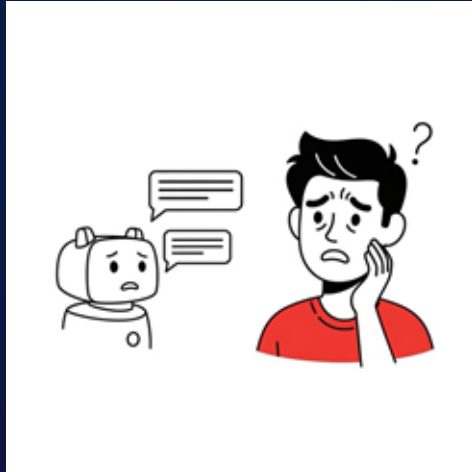


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Poor Self-Service Rates



Lack of Integration

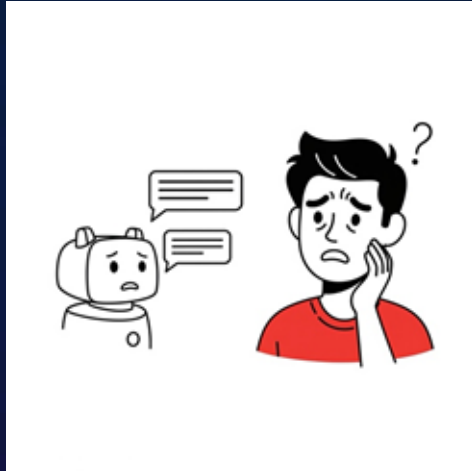


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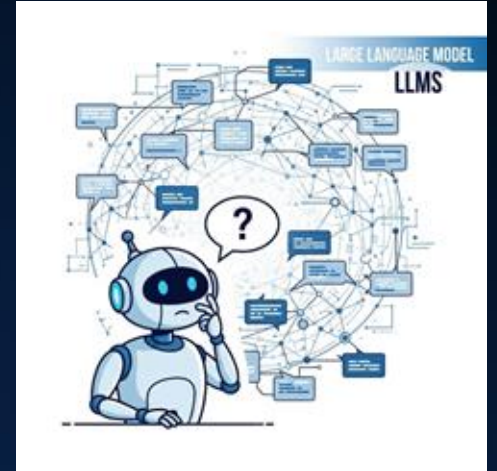
Poor Self-Service Rates



Lack of Integration



LLM Potential



01 Overview - Goal

Single Global Chatbot



Increase Self-Service



System Integration



Leverage LLMs



Amazon Bedrock

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

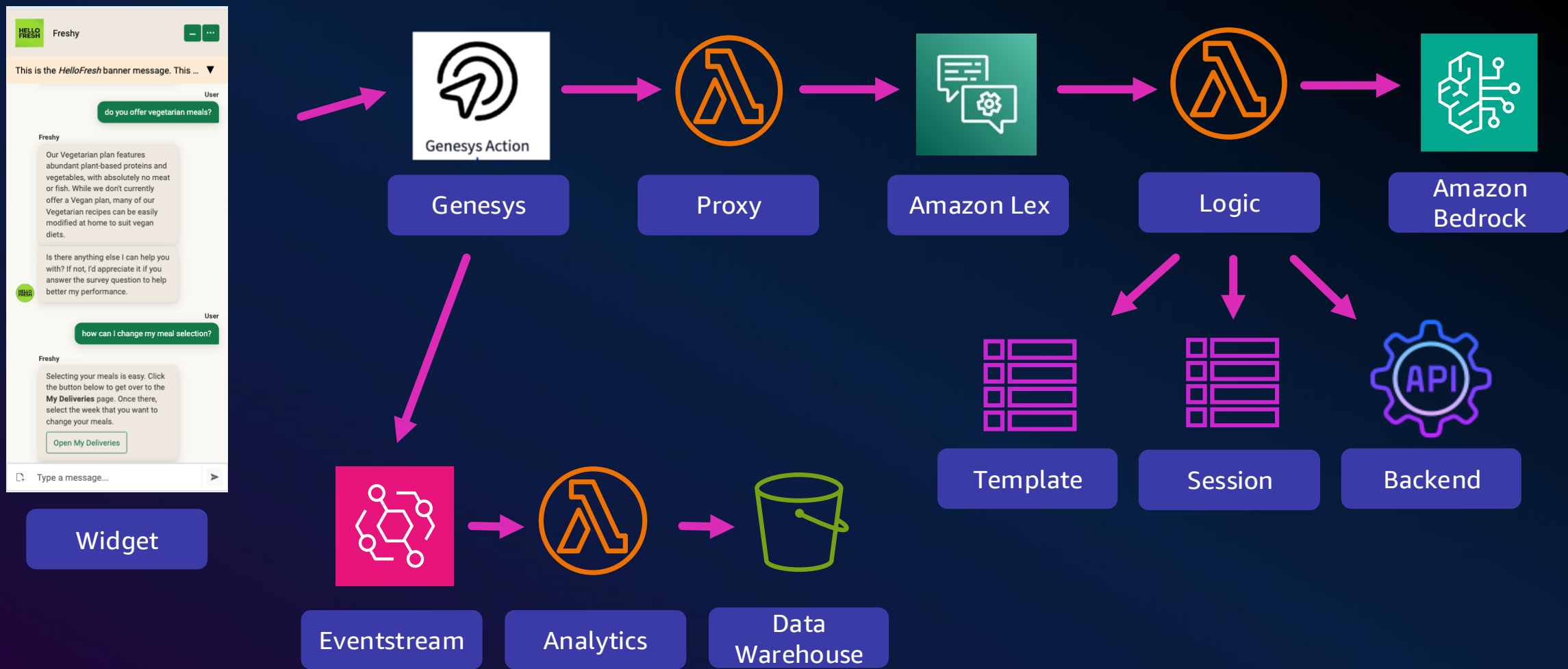


Teamwork
HelloFresh | AWS | tecRacer

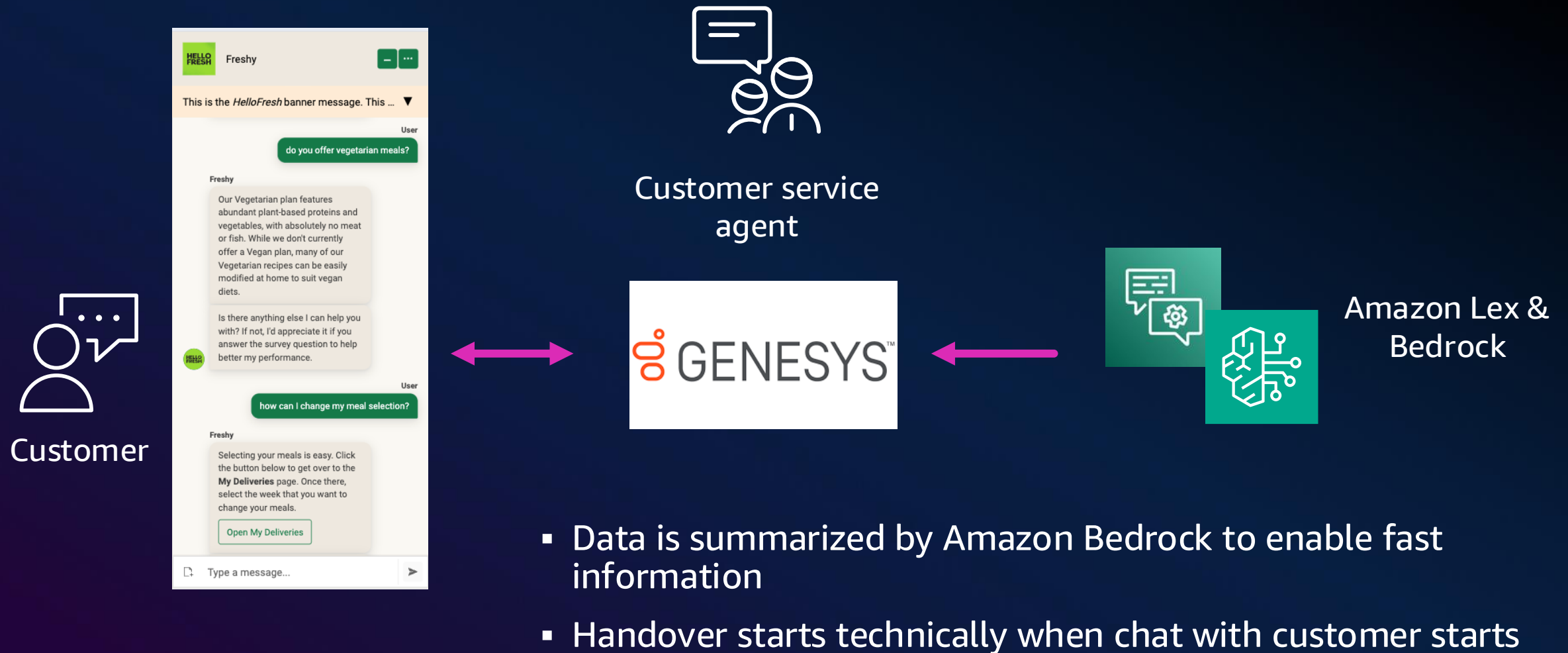
03 Solution design

- 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

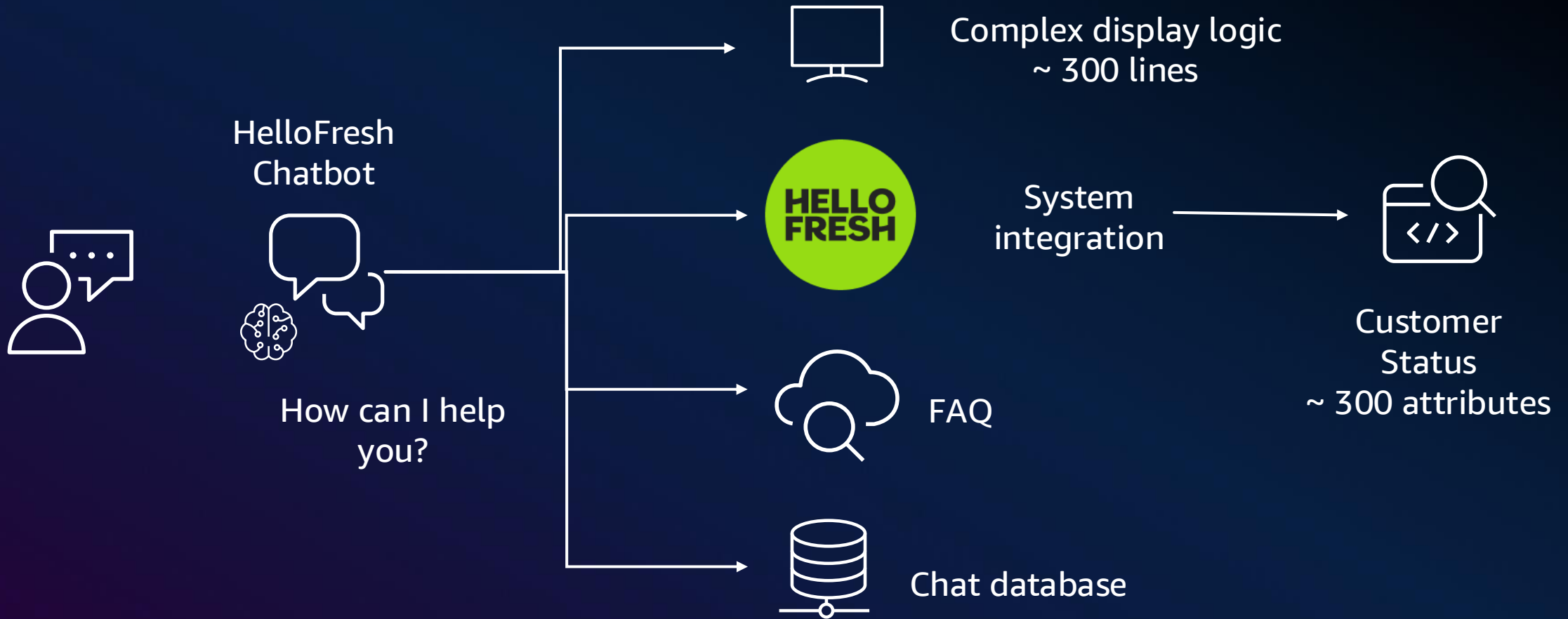
Solution overview: From Freshy to System integration



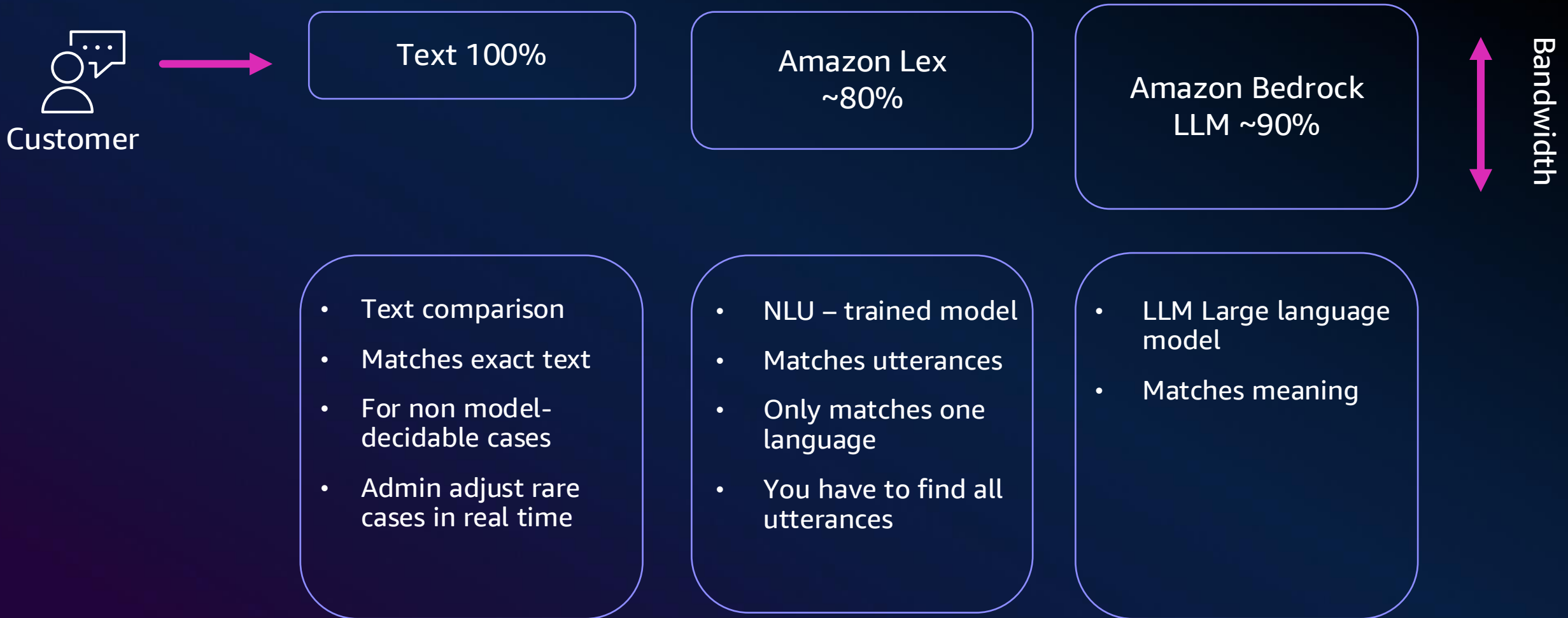
Proactive and seamless chat handover



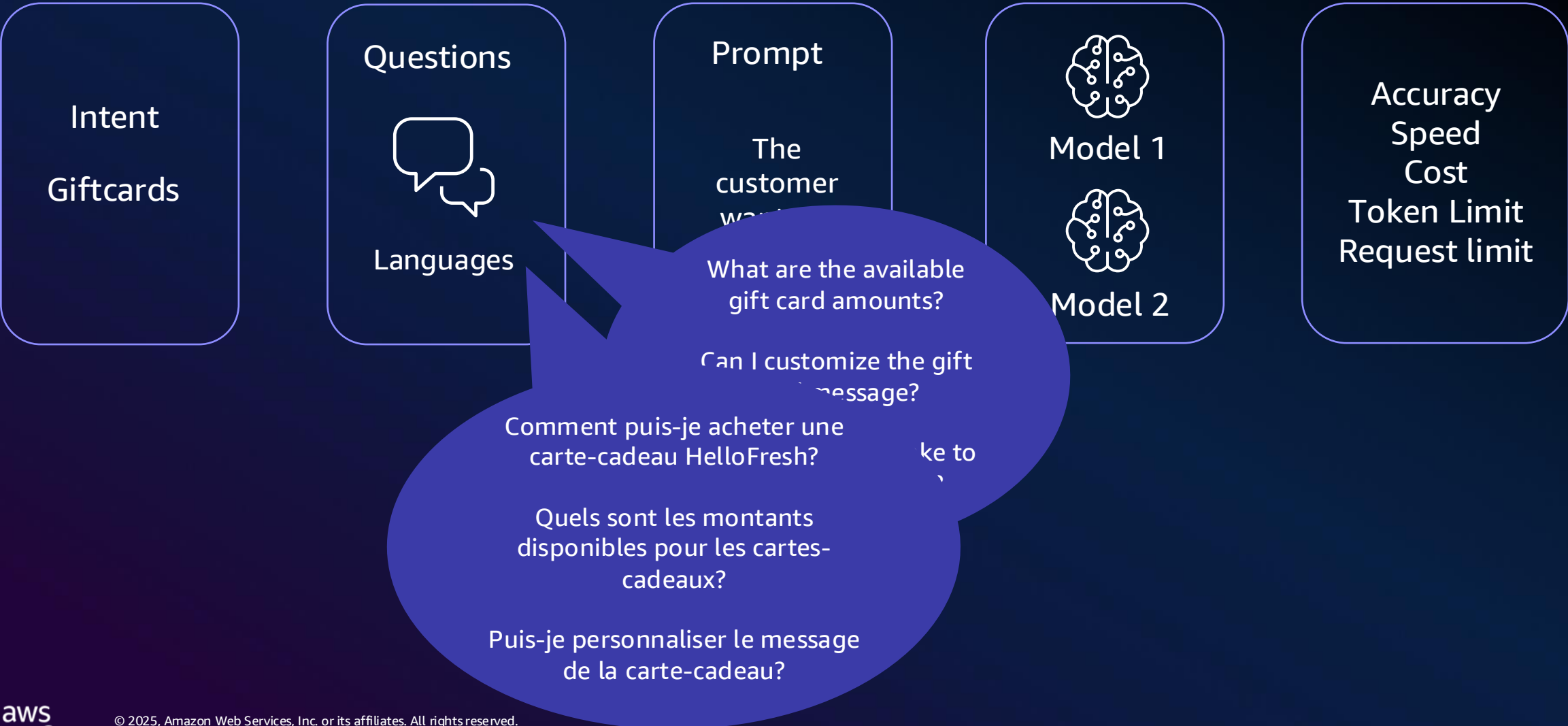
Chatbot Ecosystem: Comprehensive System Integration



Multi-Tiered Approach to 100% Chat Intent Resolution



Balancing Cost and Performance: Amazon Bedrock Model evaluation



Personalized
Greeting

Click button
navigation

Text chat powered
by Bedrock

Customer
satisfaction survey

Hello!
We're here to help you.

Have a question?



Ask any question



Chat now



Call our team

1-855-272-7002



Freshy



Type a message...



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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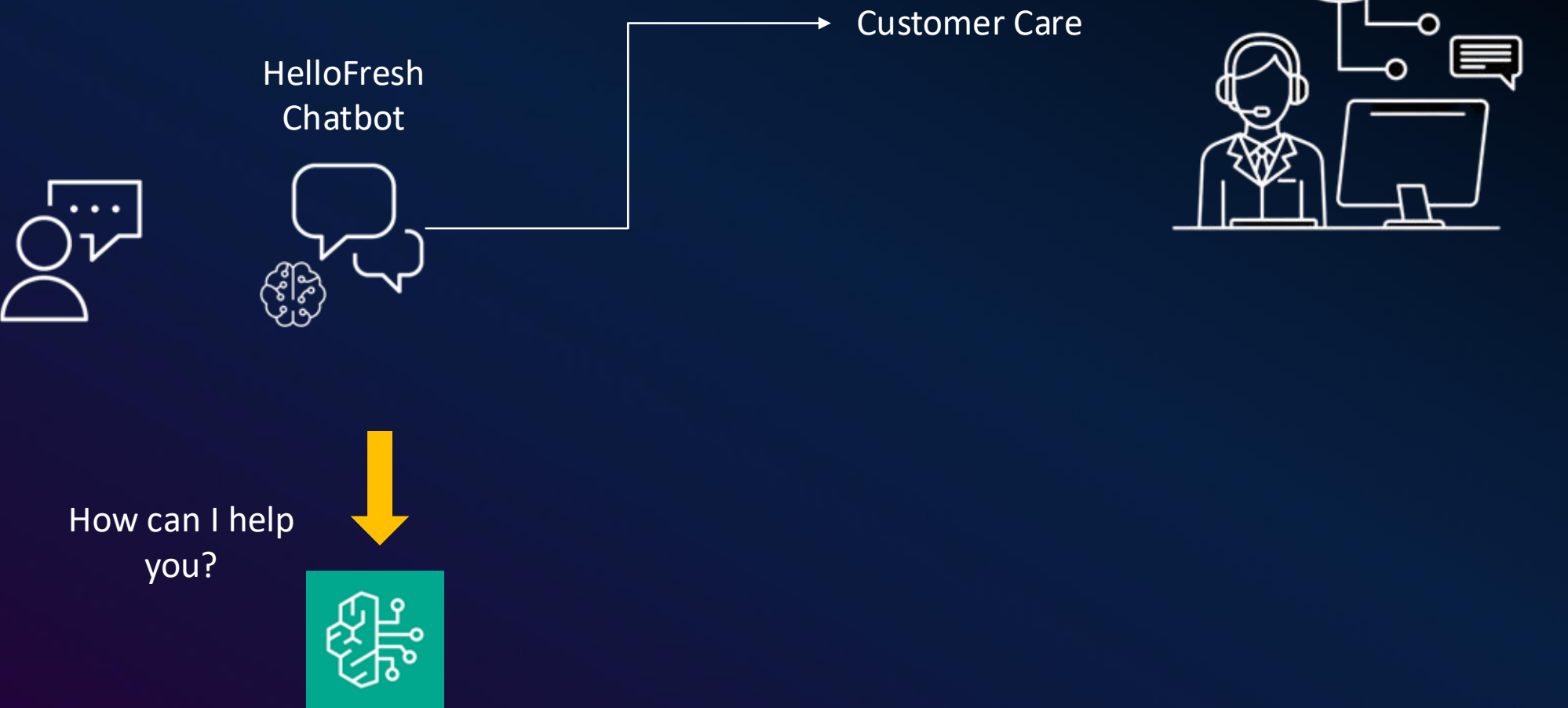
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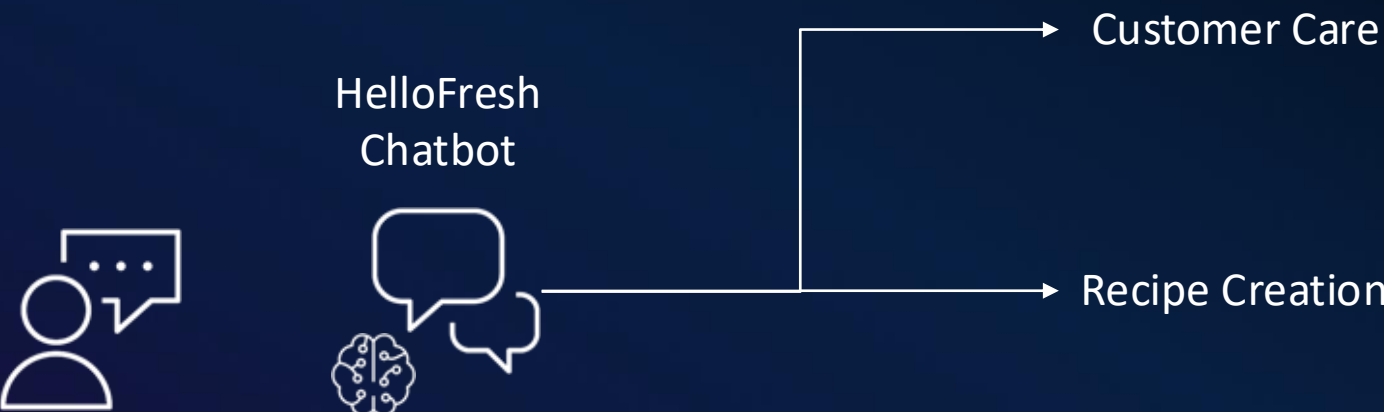
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2026?

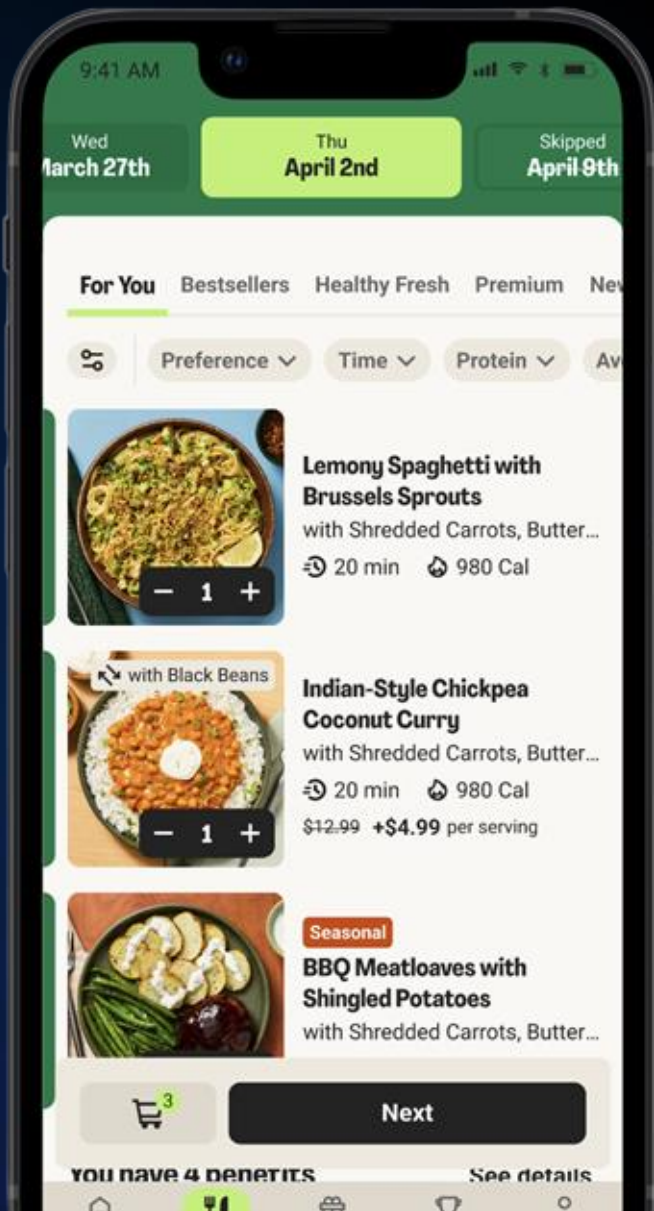
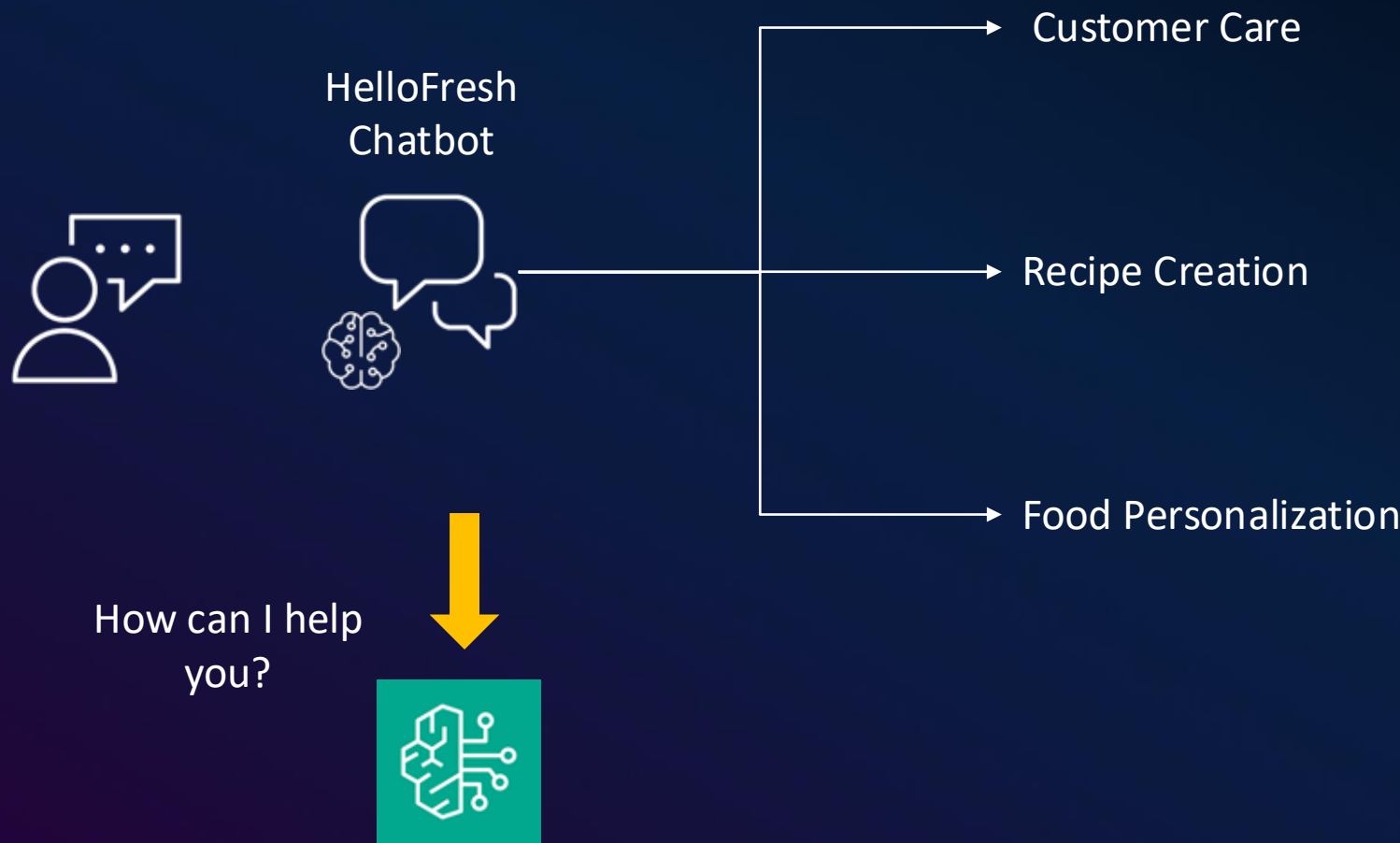
Chatbot Ecosystem



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Thank you!



Please complete the session survey in the mobile app

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