

CUSTOMER: HSE

HSE relies on AI-generated product texts – with tecRacer as a partner for efficient prompt engineering

HSE is an outstanding example of how Generative AI can revolutionize content creation. As a leading provider in the field of Live Commerce in Europe, the company operates three TV channels, an online shop, and an award-winning app. With 1.5 million active customers and a curated product portfolio of 15,000 items from the areas of fashion, jewelry, beauty, wellness, household, and home & living, HSE achieved a turnover of 624 million euros in 2023 with 800 employees.

HSE's Tech Stack

The technological infrastructure for this GenAI project was based on a robust cloud architecture:

- Cloud Platform: Amazon Web Services (AWS)
- Generative AI Model: Claude 3.5 Sonnet for text generation
- Database: Aurora Serverless - Postgres
- User Management: AWS Cognito

More Automation, Less Effort: AI Makes Text Creation More Efficient

To make the text creation process for product descriptions more efficient while maintaining the quality of content, HSE has implemented an AI-based system for automatic generation of product texts. TecRacer supported HSE with its expertise in prompt engineering to develop high-quality AI-generated product descriptions for the fashion product category.



Scaling AI-Assisted Product Text Creation to Up to 8,000 Articles Annually

The pilot project focused on a specific product category and laid the foundation for a gradual expansion. The goal is to successively extend the AI-assisted generation of product texts for the online shop to up to 8,000 articles annually across various categories - while maintaining consistently high quality and brand language.

Product Text Creation: From Hours to Seconds

What previously required hours of manual work can now be accomplished in seconds. The generative AI solution significantly accelerates content creation while also contributing to reduced production costs. This leads to a significant increase in efficiency and optimized use of resources.

Customer Contact:

Sandra Dehren, Senior Manager Corporate Projects:

"Thanks to our collaboration with tecRacer, we have created an excellent foundation for the AI-assisted creation of our product descriptions. The targeted cooperation has enabled us to develop tailored solutions that have exceeded our expectations. We look forward to leveraging the insights gained to further expand and enhance the efficiency of AI text creation at HSE."



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Project Goals

- Utilization of Generative AI for creating high-quality and consistent product texts
- Optimization of text creation through an automated solution that reduces previous manual efforts
- Development of robust prompt strategies to adapt AI-generated texts to the specific requirements of product categories
- Foundation for scaling: Expansion of AI-assisted text creation to additional product groups

Project Duration

November 2024 - January 2025

tecRacer's Project Delivery

Prompt Engineering Excellence:

- Development of tailored prompts for fashion items with a special focus on precise and appealing product descriptions
- Iterative optimization of prompts based on real-world application tests and expert feedback
- Adaptation of generative AI to HSE's content and stylistic requirements
- Ensuring knowledge transfer through close collaboration with the specialist department

Tools Used

- tecRacer GenAI Analysis Methodology
- Individualized in-house app development

Innovation Highlights

- Reduction of content creation time from hours to seconds
- Maintenance of high quality standards
- Scalable solution, applicable across product categories
- Significant cost reduction in content production

This success story demonstrates how strategic GenAI implementation can create substantial added value – by transforming operational challenges into opportunities for innovation and efficiency.

About tecRacer

tecRacer is an AWS Premier Tier Services, AWS Advanced Tier Training, AWS Managed Services and AWS Reselling Partner, offering consulting, training, project management, development and AWS managed services from a single source - across the entire cloud transition lifecycle.

Our seamlessly integrated services are supplemented by 7 AWS competencies and 14 service deliveries. tecRacer has trained more than 13,000 participants in AWS and successfully implemented hundreds of AWS consulting projects.

For more information, visit www.tecracer.com or contact us at sales@tecracer.com.

