



TRANSFORMATION SERVICES



Honne is a technology partner that transforms the operations of institutions and businesses through cloud solutions, data analytics, and artificial intelligence.

With a consultative approach and tangible results, we help our clients optimize processes, reduce costs, and accelerate growth with a digital strategy tailored to their needs.

AI-DRIVEN SALES AND SUPPORT FOR INDUSTRIAL INSTALLATIONS



ABOUT THE CLIENT

Grupo 4HG is a group of companies focused on driving growth in the markets they operate, including air conditioning, forklifts, and tires.

Their approach centers on deeply understanding their customers to provide tailored solutions that support sustainable development. Founded with a people-first philosophy, Grupo 4HG continuously develops its workforce to adapt to evolving market demands. Headquartered in Monterrey, Nuevo León, their operations have a nationwide impact.

CASE STUDY SHORT DESCRIPTION

Grupo 4HG implemented a Generative AI solution to empower its sales executives and technical staff with instant access to technical manuals, diagrams, and product knowledge. The AI agent accelerated consultative sales, improved customer experience, and streamlined technical support for industrial installations.

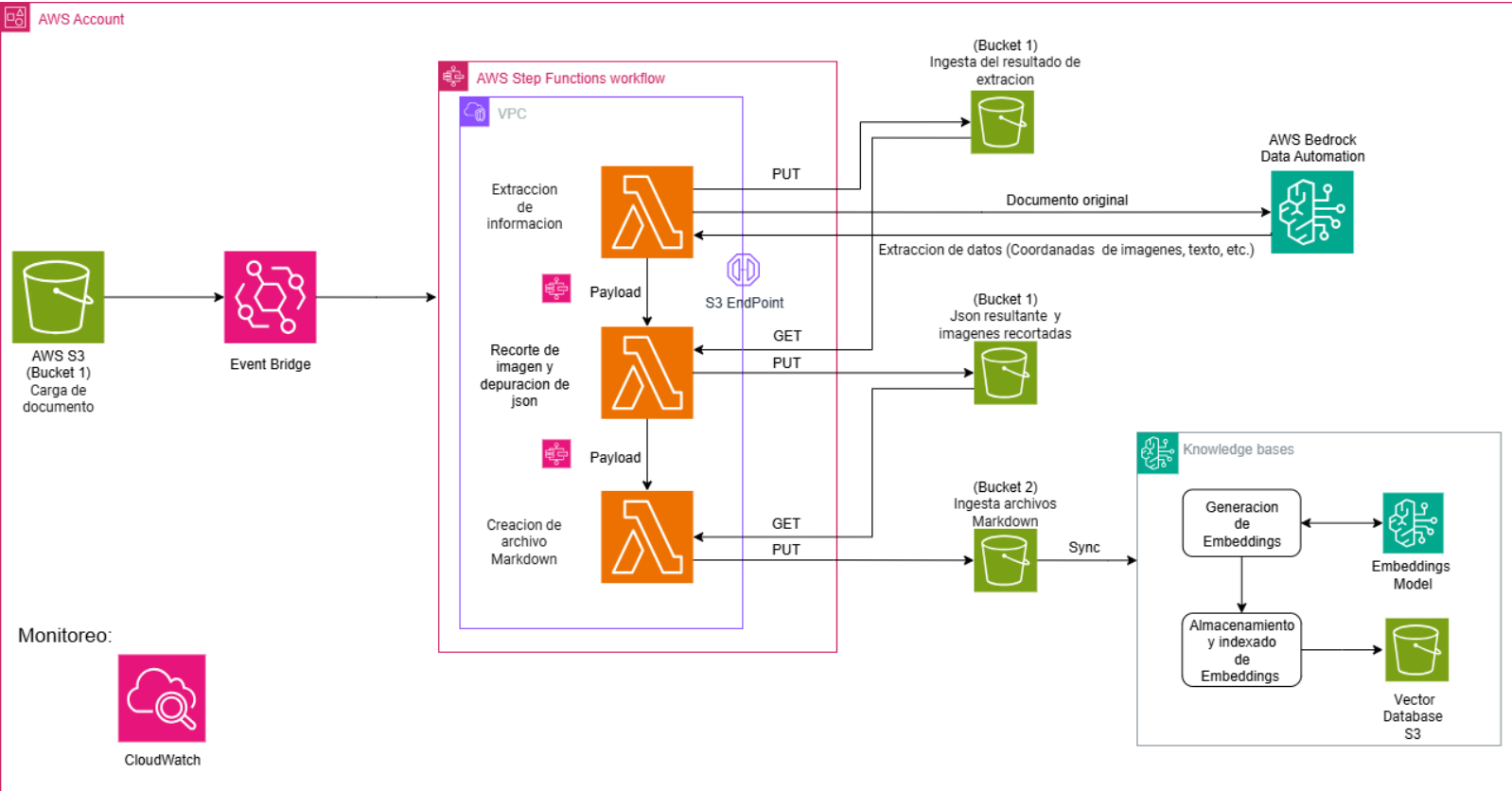
PROBLEM STATEMENT / DEFINITION

Grupo 4HG operates across multiple industries, including air conditioning, forklifts, and tires. Both sales executives and technical staff depend on hundreds of manuals and diagrams to provide accurate guidance to clients. Manually searching through this material slowed consultative sales, delayed technical support, and created inefficiencies in customer interactions.

The challenge was to give sales and technical teams faster access to product and installation knowledge, including not only text but also complex technical diagrams, to improve both consultative selling and troubleshooting.

PROPOSED SOLUTION / ARCHITECTURE

In collaboration with Honne, Grupo 4HG deployed a Generative AI agent designed to interpret and deliver insights from technical documentation. The solution was built on AWS services to ensure scalability and reliability:



Amazon S3: Centralized storage for manuals, guides, and technical diagrams.

Amazon Bedrock with Titan Embeddings: Converted textual content into vector representations for semantic search.

S3 Vectors: Enabled scalable indexing and fast retrieval of relevant data across thousands of documents.

Amazon Nova Foundation Models: Provided advanced natural language understanding and vision capabilities, enabling the AI agent to interpret both text and technical diagrams for precise, actionable responses.



OUTCOMES OF PROJECT AND SUCCESS METRICS

The solution delivered measurable improvements:

Accelerated Sales Consultations: Sales executives reduced client response times by over 73%, enhancing consultative selling.

Smarter Technical Support: Technicians resolved installation and troubleshooting issues faster by accessing diagrams and manuals directly through the AI agent.

Improved Customer Experience: Faster, more accurate recommendations boosted trust and satisfaction.

Productivity Gains: Staff spent less time searching manuals and more time strengthening customer relationships.

DESCRIBE TCO ANALYSIS PERFORMED

A TCO analysis with Honne evaluated costs and benefits:

Initial Costs: Deployment, ingestion of text and diagrams, and integration with sales workflows.

Ongoing Costs: Maintenance, AWS service consumption, and repository updates.

Savings and ROI: Efficiency gains in sales and support cycles translated into measurable cost savings and ROI within the first year.

LESSONS LEARNED

Vision + Language AI Adds Value: Interpreting diagrams as well as text was critical for adoption by technical staff.

Training Boosted Adoption: User workshops ensured effective use of the AI agent.

Continuous Content Updates: Keeping manuals and diagrams current maximized reliability.

Scalable Potential: The solution can extend to other divisions and product lines.



Let us help you!

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