AI Will Save Retail
Here’s How

The challenge...

Retailers faced with a host of issues...-

Investment in technology has failed to keep pace with consumer expectations.

Over 80% of executives in retail and consumer products industries expect their companies to use intelligent automation by 2024. Yet 45% of CDOs report having one or no CDO focuses on consumer-facing processes.

Machine learning powers our algorithms for demand forecasting, product assortment, merchandising and price recommendations, merchandising, etc.

In 2022, 42% of online consumers in 27 countries have either purchased or plan to purchase a consumer AI-driven product.

The opportunity...

Supercharge customer reach by leveraging the explosive growth in consumer AI adoption

- With the growth of online sales picking up steam, more retailers are using artificial intelligence to improve customer service.
- In 2022, 45% of online consumers plan to increase their use of AI in the next three years.

- Digital is a key component of the brick and mortar retail experience, through the use of self-service or automated retail.

- Shopping has become a seamless activity occurring between physical and digital channels, with consumers accessing natural language and conversations between consumers and brands.

- This will enable retailers to better understand and cater to customer preferences.

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-优化 retail back-end processes using AI

- Invest specifically. It’s not just the technology, but the way that it is used that makes the difference.

- Every factor is important, but end success is about aligning technology across the entire business to engage with customers, but every part of the organization—from employees to the back office—will need to be engaged.

- The highest growth anticipated in AI is in supply chain planning—85% of retail companies plan on implementing automated supply chain planning.

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