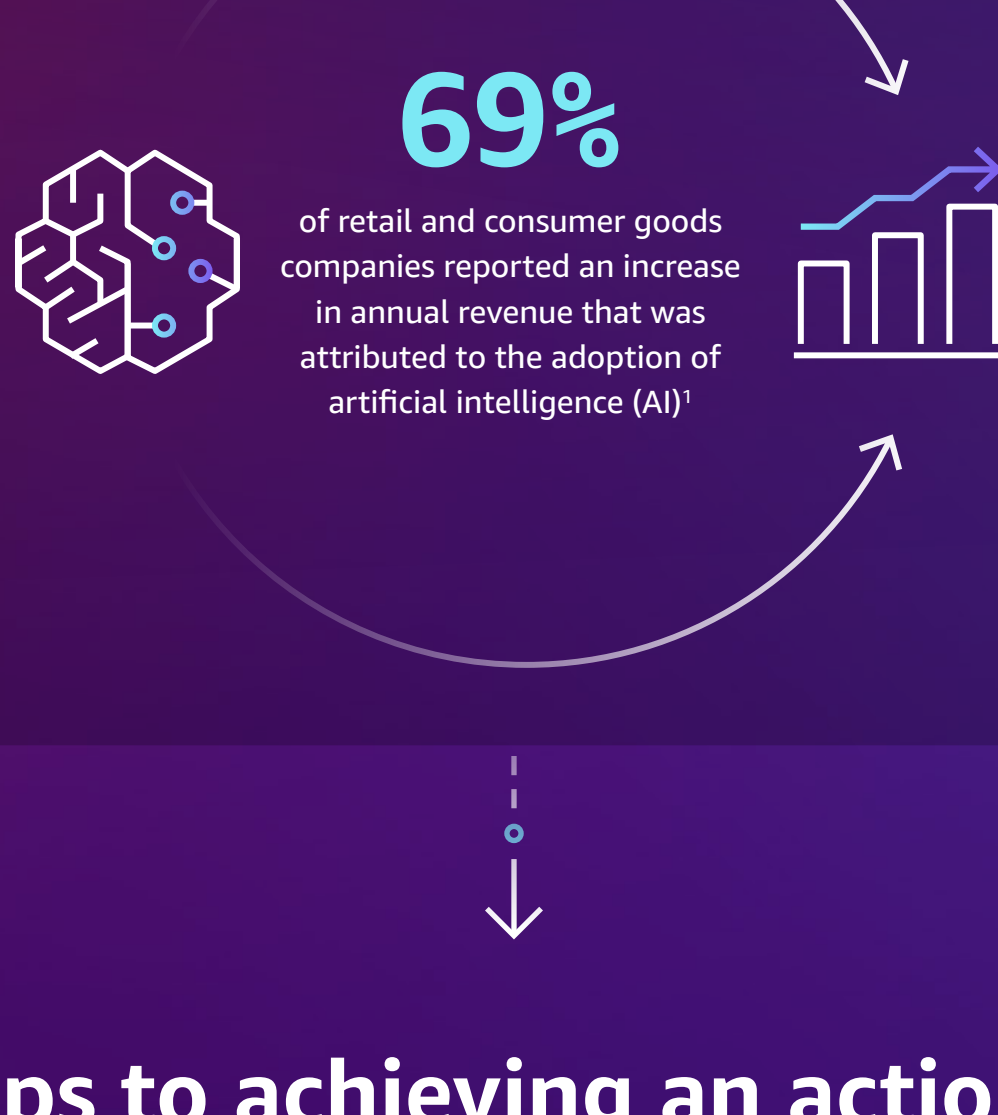


# How brands can grow revenue and drive efficiencies with generative AI

From improving business intelligence (BI) on the shop floor to the storefront, to redefining customer experiences across all channels, the benefits of generative artificial intelligence (gen AI) for retail and consumer goods companies are proving to be transformative.



## 6 steps to achieving an actionable generative AI strategy

By now, you've likely heard a lot about the benefits of using gen AI. Here's how you can get started:

01

### Create a culture of innovation and security:

Foster a people-centric, secure-by-design culture to build confidence in using gen AI. This can accelerate innovation, encourage experimentation and iteration, and promote upskilling across the business.

02

### Make data your differentiator:

To develop a data practice that's ideal for gen AI, you will need to connect and secure all of your data, govern it end to end, and simplify access and management. This allows you to build differentiated gen AI-powered solutions that are more attuned to your customers and better at meeting your business needs.

03

### Identify the right business problem to address:

The ideal gen AI pilot use case is critical to your success, is low risk, and delivers a fast return on investment (ROI). Be sure to include technical and domain experts who can help gather and prepare your data, plan how to build your model, and define how you will measure success.

04

### Upskill teams:

To prepare your teams for gen AI success, start by defining the gap between the skills you want and those you have. Next, map and prioritize the building of each skill to specific teams and roles. Finally, buy or build a custom training plan that meets your needs.

05

### Scale beyond pilot projects:

To accelerate gen AI production, begin by identifying the best foundation model (FM) for your use cases and data. Find the ideal balance of performance and cost, track emerging solutions, and invest in security and responsible AI.

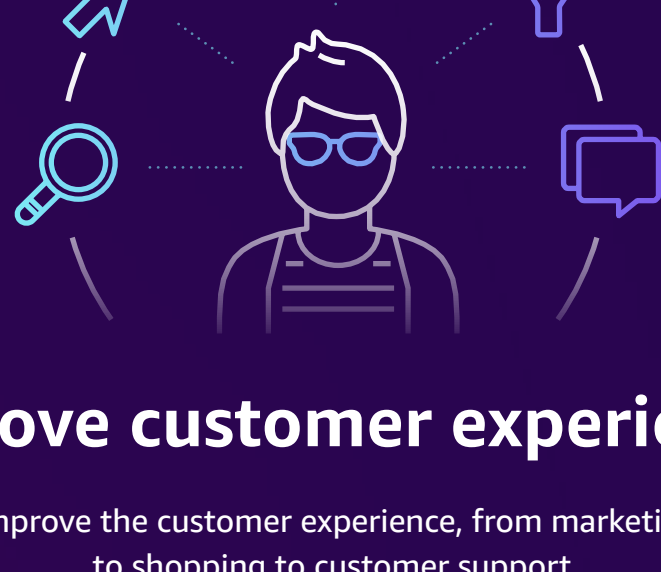
06

### Measure the results:

Define the key performance indicators (KPIs) that matter most to your use case, industry, and business goals. Consider metrics like productivity, customer satisfaction and engagement, operational efficiency, and speed to market.

## Support customers and optimize business processes

Retail and consumer goods companies are investing in ways to leverage gen AI to support customers, processes, and employees.



### Improve customer experiences

Improve the customer experience, from marketing to shopping to customer support.

#### The story

By using gen AI to generate accurate, high-quality pet descriptions on Purina's Petfinder service, shelters can create pet listings and profiles faster and at a greater scale—freeing up more time to care for pets and match them to new, loving owners.

#### In their own words

**"It takes about seven minutes per listing for a Petfinder shelter to create a pet profile, so the goal is to continue to drop that down so they can do it quickly and efficiently. Image and bio are the two top attributes that drive attention to the pet, so it's actually very important."**

Annie Shamburg, Director of Architecture & Services at Nestlé Purina

Nestlé PURINA



### Optimizing business processes

Gen AI can help retail and consumer goods companies optimize business processes by automating product descriptions, streamlining supply chains through analytics, enabling predictive maintenance, and more.

#### The story

Nykaa, known for its broad catalog of beauty, wellness, and fashion products from top brands, looked to intelligent technologies to help it maintain its leadership position and catalyze further growth. As part of this effort, the company deployed deep learning models that analyze images and identify product attributes with accuracy of 90 percent or higher, allowing Nykaa to automate catalog management, improve efficiency, and reduce errors. The company also uses gen AI to generate product descriptions, make its products easier to discover, and improve customer experience.

#### In their own words

**"The solution architecture we developed is highly scalable and cost-effective, helping us enhance the customer discovery journey while optimizing our catalog operations."**

Abhishek Awasthi, SVP of Engineering at Nykaa

NYKAA



### Boosting employee productivity

Retail and consumer goods companies can use gen AI to boost employee productivity.

#### The story

Owner of prestigious fashion brands, such as Coach and Kate Spade, Tapestry possessed mountains of customer data and enterprise knowledge—much of it unfortunately siloed. Tapestry developed an AI-powered chatbot to help its employees easily and reliably access, query, and benefit from its accumulated knowledge and used gen AI on Amazon Web Services (AWS) to break down silos, reduce search time, and improve efficiency. Now, employees can find answers much faster, with the chatbot replacing the need to navigate countless documents, portals, and websites. The solution is being rapidly adopted across the organization, with multiple departments interested in adding their data to the new system.

#### In their own words

**"Using generative AI on AWS, we are capturing the DNA of our company. This solution is going to get people the information that they want much quicker."**

Aravind Narasimhan, VP of Application Technologies at Tapestry

tapestry



## Ready or not, generative AI is here, there, and everywhere

The retail and consumer goods industry has officially entered the gen AI era. No matter where you are in your gen AI journey, there is a viable path forward—one that delights your customers with new experiences, empowers your teams to work faster and smarter, and streamlines your processes from the front office to the back. It's a path where your company can seize more opportunities—and even capture market share from competitors.

Read our new ebook *Drive Measurable Business Value with Generative AI in Retail and Consumer Goods* to learn how you can achieve gen AI success today.

[Download the ebook](#)

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