

RCC STORE 2024

AI Retail Revolution:
Unveiling Microsoft's
Game-Changing Innovation

May 2024

 thinkmax

 Microsoft

Participants



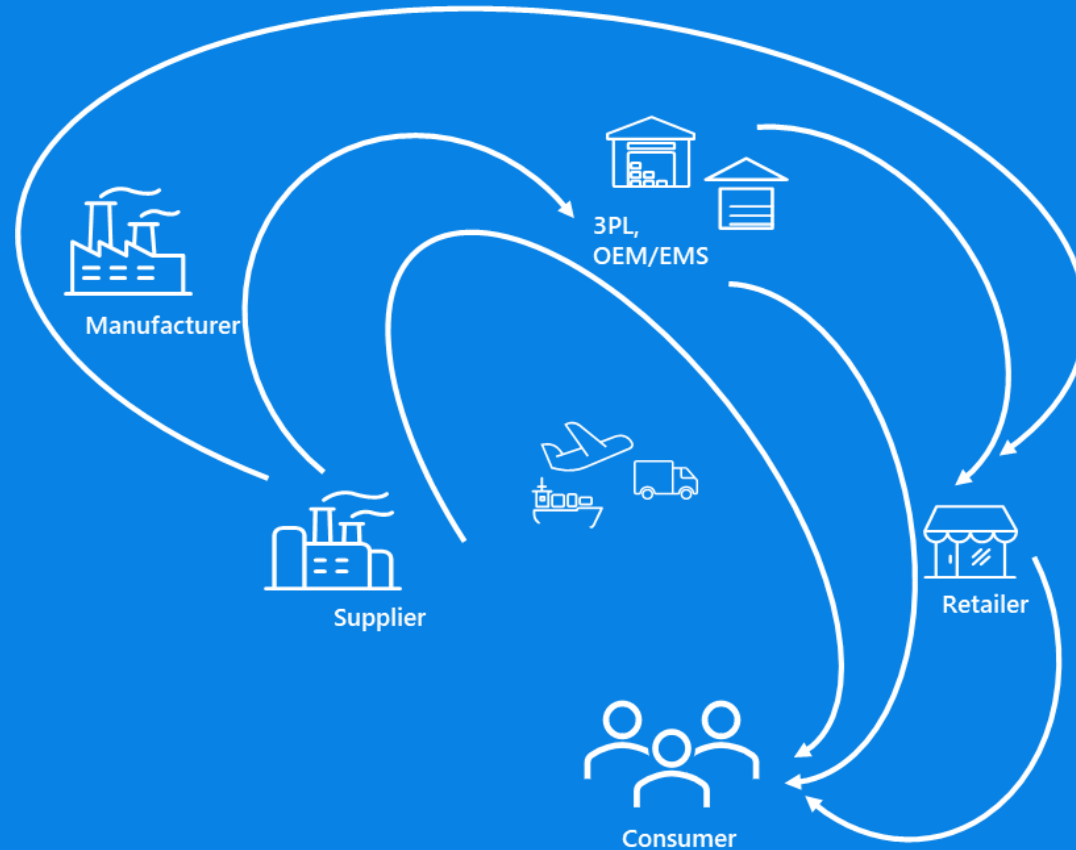
Kristin Sharland
Retail Client Executive
Microsoft



Kais Makhoul
VP Markets & Industries,
Retail Practice Lead
Thinkmax



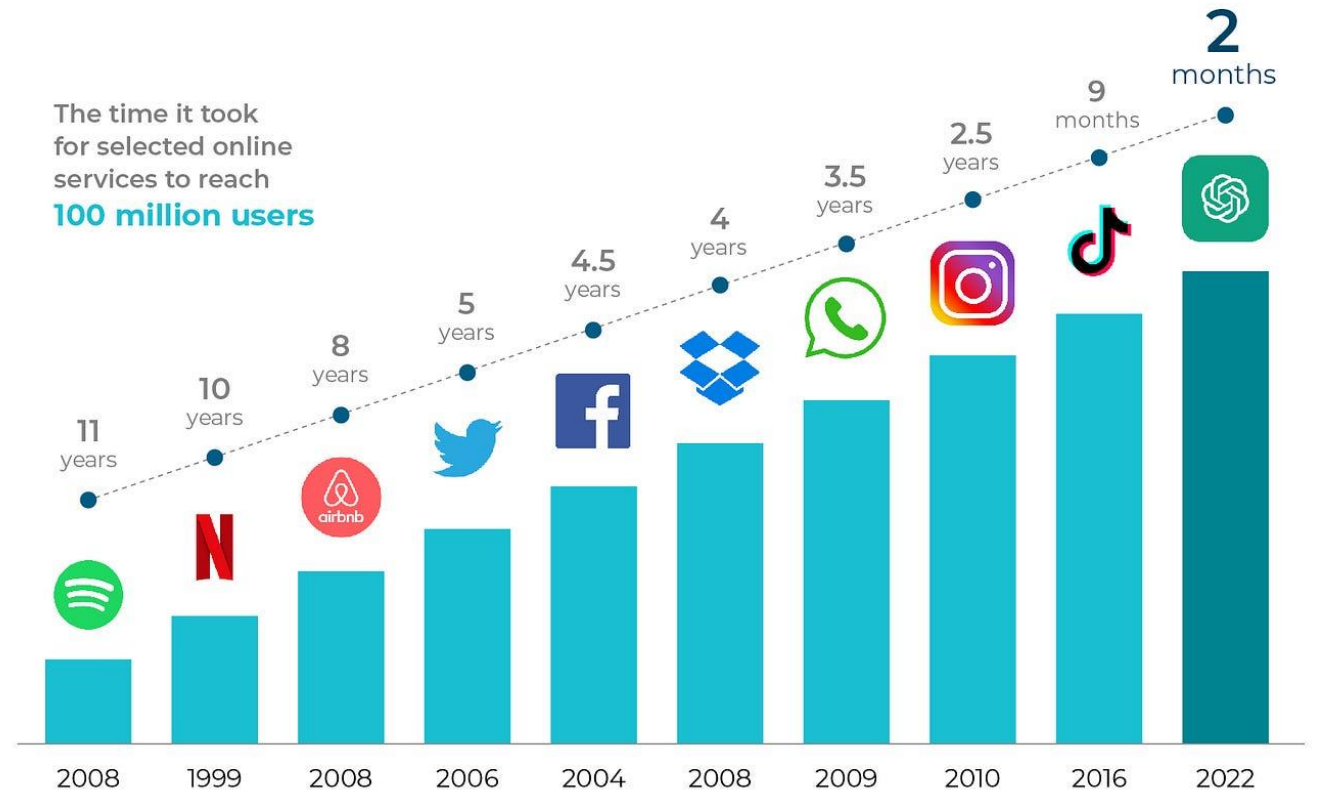
Elevating Operations and Experiences: AI-Infused Solutions Spanning Every Aspect of the Value Chain for Manufacturing, Distribution, and Retail



AI Vertiginous acceleration!

Unprecedented fast adoption. **AI is mainstream!**

Chat-GPT sprints to 100 million users



Source: World of Statistics



Risks & challenges

There will be failures, risk and challenges but **resistance is futile!**

Inaccuracy, cybersecurity, and intellectual-property infringement are the most-cited risks of generative AI adoption.

Generative AI–related risks that organizations consider relevant and are working to mitigate, % of respondents¹

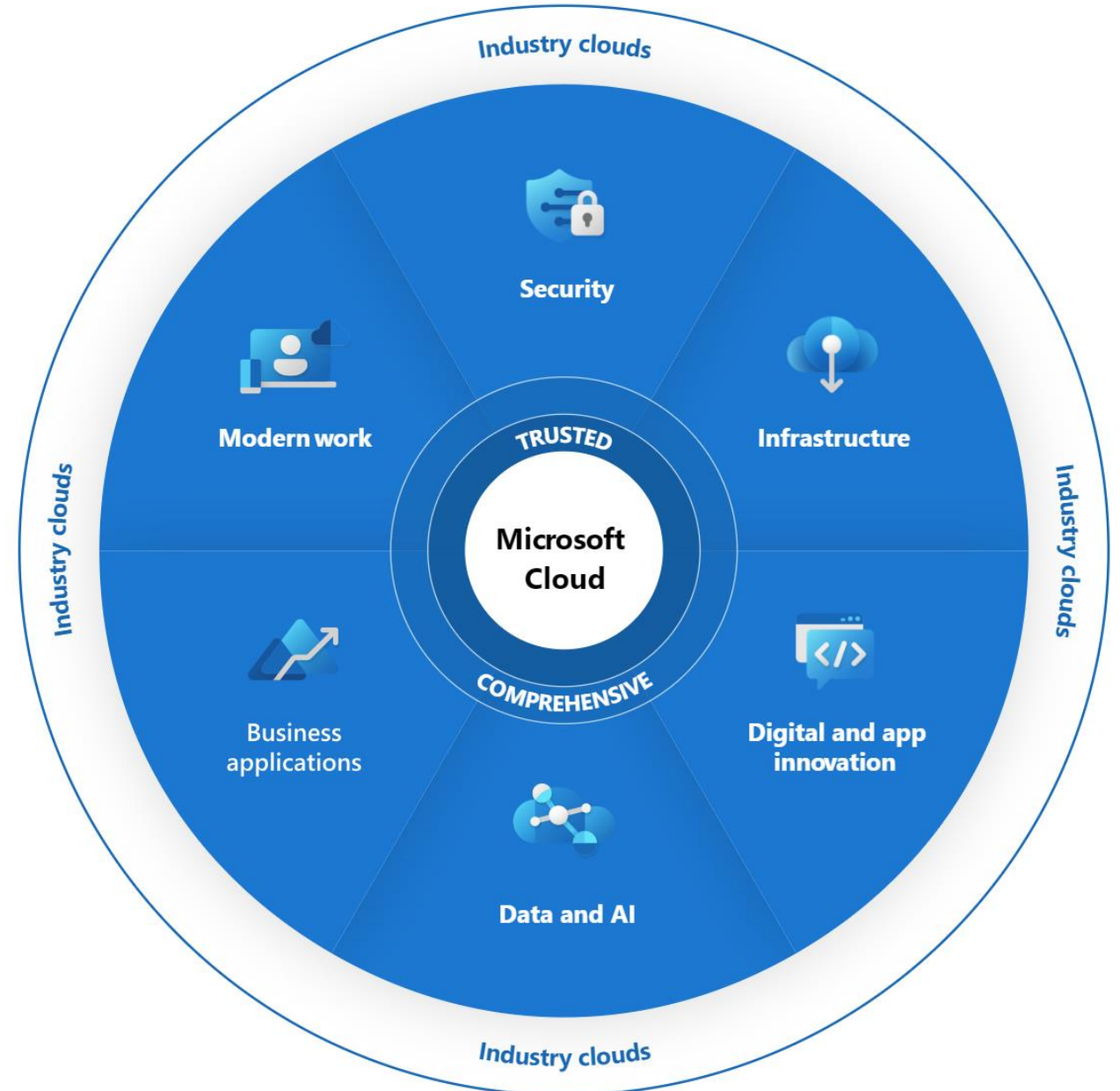


¹Asked only of respondents whose organizations have adopted AI in at least 1 function. For both risks considered relevant and risks mitigated, n = 913. Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023



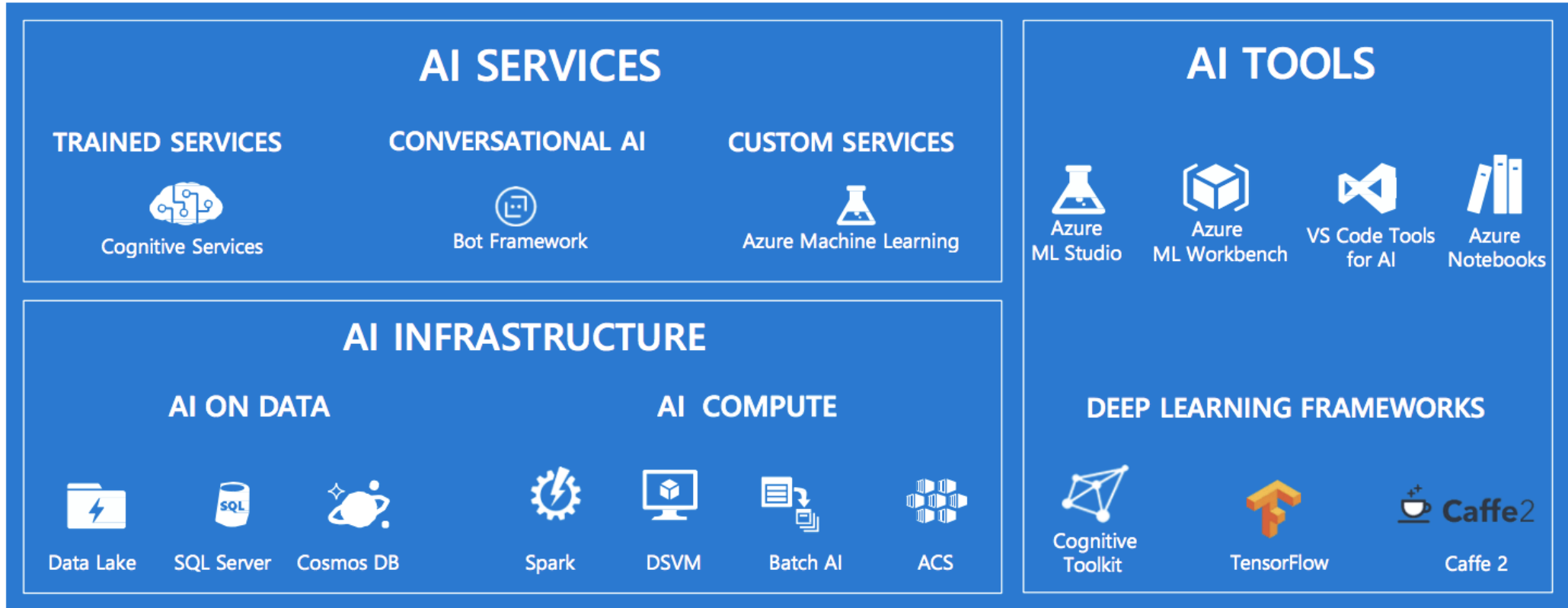
AI democratization

Microsoft is democratizing AI for businesses through secure and scalable cloud infrastructure, advanced applications and **AI tools & services.**



Democratizing AI

Microsoft AI Portfolio



Enabling AI Transformation

Productivity, Experience, Innovation: **Across the Board**



MSFT Copilots



Build your own
AI footprint



Safeguard your
business & data



Adoption by Industry

Impacts and benefits are in every economy sector. For Retail, Risk management, Service operations, Finance & Supply chain are the areas of interest.



VISUALIZING AI ADOPTION BY INDUSTRY

Companies of all shapes and sizes are pouring money into the development of artificial intelligence (AI), but is the workforce using it?

According to a 2022 survey, 50% of global organizations use AI tools for at least one function.

Source: McKinsey & Company Survey, 2022

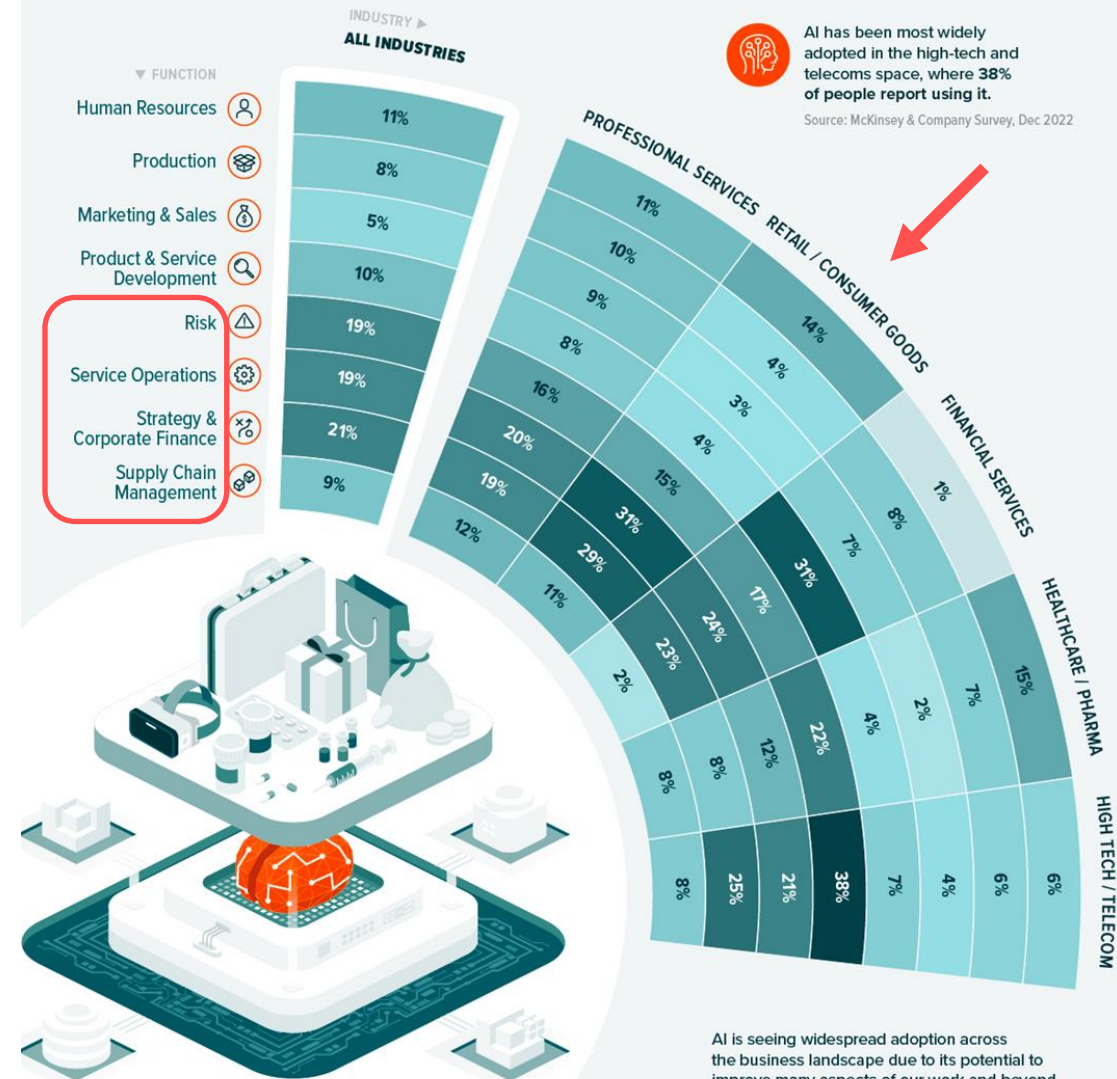
Methodology

Percentage of 1,492 participants polled in 2022 representing a wide range of regions, industries, company sizes, functional specialties, and tenures.



AI has been most widely adopted in the high-tech and telecoms space, where **38%** of people report using it.

Source: McKinsey & Company Survey, Dec 2022



AI is seeing widespread adoption across the business landscape due to its potential to improve many aspects of our work and beyond.

Retailers are turning to AI like never before to deliver modern retail experiences that can double customer conversions by:

- Increase conversions and average order values via recommendations and mining customer buying patterns.
- Realize producing gains by empowering their workforce with semantic search, customer and product summarization, comparison shopping and task simplification.
- Improve overall customer satisfaction by providing personalized next-generation shopping experiences that bridge the "phygital" divide.



\$660B

Estimated annual revenue lift from gen AI for retail and consumer packaged goods (CPG) industries

\$3.45

A recent IDC report found that retailers realize \$3.45 for every \$1 spent on AI

1-2%

Potential productivity lift of annual revenues for Retail and CPG

Transformative power of Generative AI in Retail

Personalized marketing
commerce

Automated product
descriptions

Conversational
commerce

**eCom &
Marketing**

Data driven
operations

Natural language
content access

Conversational
service

**Stores
& Service**

Ask questions of data

Content drafts and
meeting summaries

Frontliner worker
productivity

Productivity

Risk identification

Consumer demand
signal

Process & decision
automation

Supply Chain

Productivity

Personalized Marketing

Conversational Commerce



Market mindset & use cases



AI Momentum

79%

believe AI is a business imperative

60%

are struggling with their AI vision and planning

59%

worry about quantifying AI productivity gains





"We've seen a 25% productivity increase with Copilot, and that frees up so much of your time in the day to have more thoughtful conversations and talk about your next big idea."



Maggie Hewitt

Senior Site Reliability Engineering Manager, Duolingo



"Our people are seeing immediate productivity improvements with Copilot."



Kate Johnson

CEO, Lumen Technologies



"Using AI-powered tech will enhance Mayo Clinic's ability to lead the transformation of healthcare."



Cris Ross

CIO, Mayo Clinic



"It's been exciting to pilot with Microsoft during this defining and groundbreaking moment of AI."



Sherry Neubert

VP and CIO, Goodyear



"... I asked Copilot to give me a summary ... saved me 45 minutes of reading the documents."



Christoph Sieger

Digital Workplace, Bayer



"Assisted by Copilot and ChatGPT, I'm more productive than I would be if I never stopped programming. A heartfelt thank you to the arc of progress."



Tobias Lütke

CEO, Shopify

**Maximize the
value of your data**

Unlock and democratize
data across your business

**Elevate the
shopping experience**

Unlock new shopping
experiences with gen AI

**Build a real-time
retail supply chain**

Unlock your supply chain
with intelligent assistance

**Empower the
store associate**

Unlock store associate
potential with digital tools

**Retail
unlocked**



Menu

Promotions

Catalogues

Pain, lait, oeufs...



Panier



J-64 AVANT LES JEUX OLYMPIQUES DE PARIS 2024

Bienvenue chez Carrefour



Mon drive City Paris Jussieu

Retrait dès 19h ce soir

[Changer de service](#)

Vos Challenges Fid'

Accédez chaque mois à des Challenges et jusqu'à 50€ sur vos marques préférées.

[Faire mes courses](#)



Maison & loisirs

Livraison en **magasin**, en **point relais** ou **domicile**

[Découvrir](#)

Hopla

● En apprentissage



faire vos listes de courses. Pour l'instant, je suis une expérience et j'apprends encore tous les jours, soyez indulgent 😊



Pour info, je dois juste vous dire que Carrefour France met en œuvre un traitement de données personnelles vous concernant pour traiter les demandes que vous m'adressez.

En savoir plus sur Hopla et notre politique de protection de données :



<https://www.carrefour.fr/services/hopla>

[Accepter et démarrer](#)



[Posez-moi une question](#)

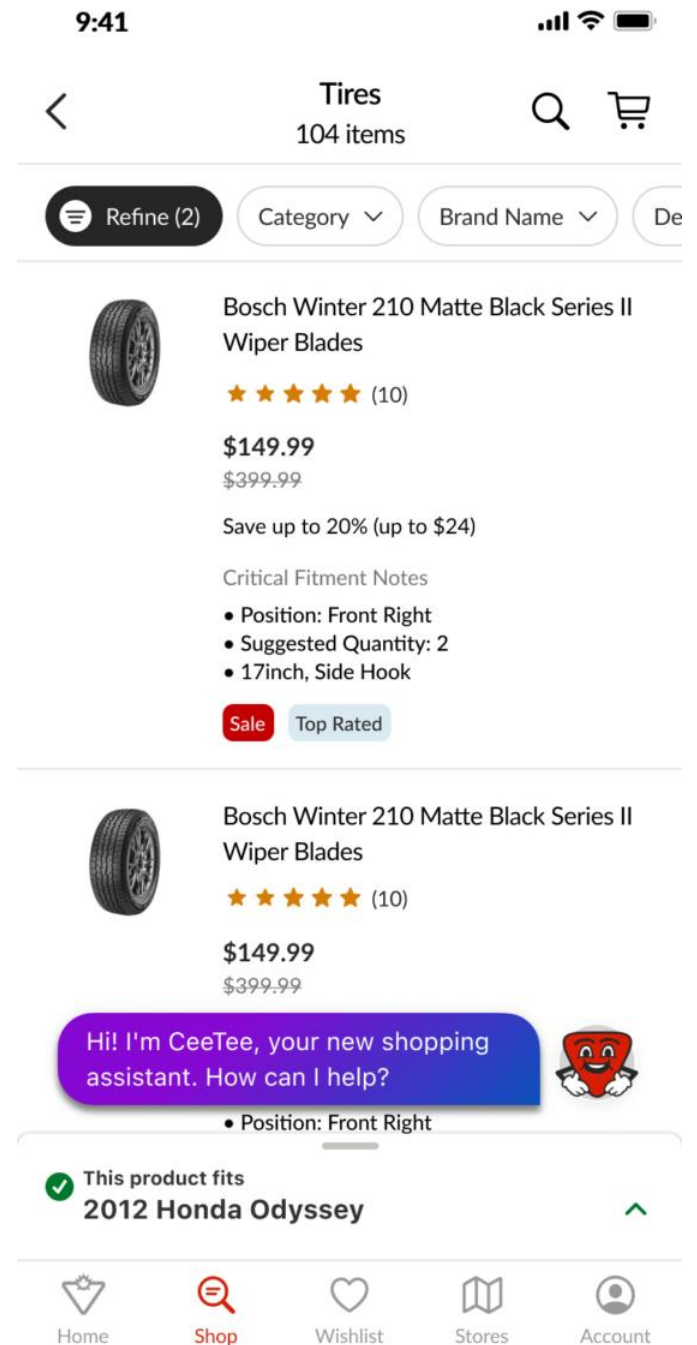
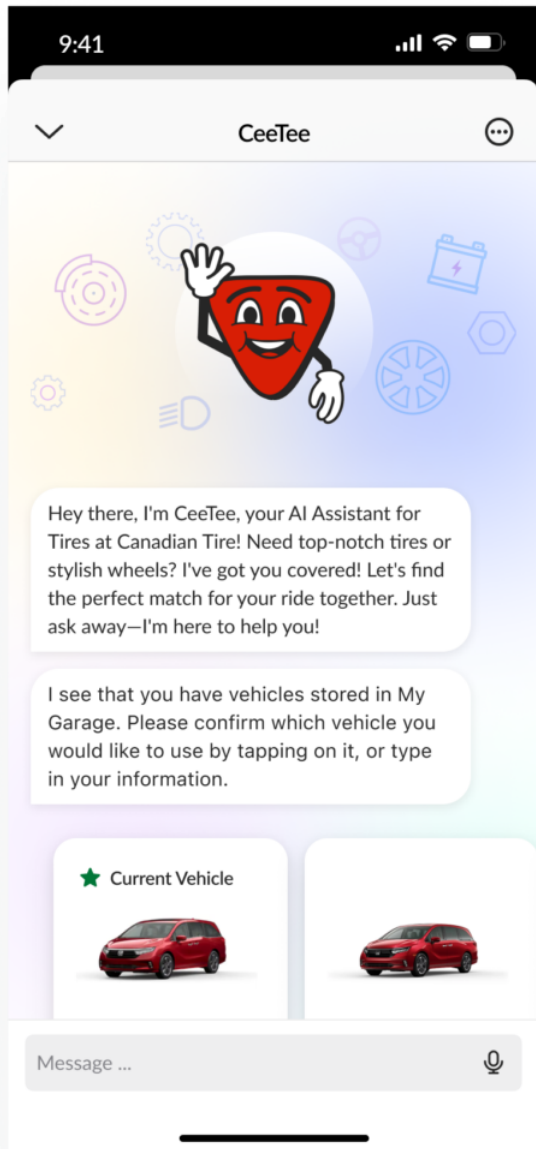


Petit déjeuner

Fruits, légumes Bio, prêts à consommer

[Je découvre](#)





AI retail readiness assessment

A hand holding a smartphone, with a colorful bokeh background. The text 'AI retail readiness assessment' is overlaid on the image.

Where to start – Thinkmax AI Retail Readiness Assessment

Framework:

▪ Foundation:

- Data governance & security
- Productivity

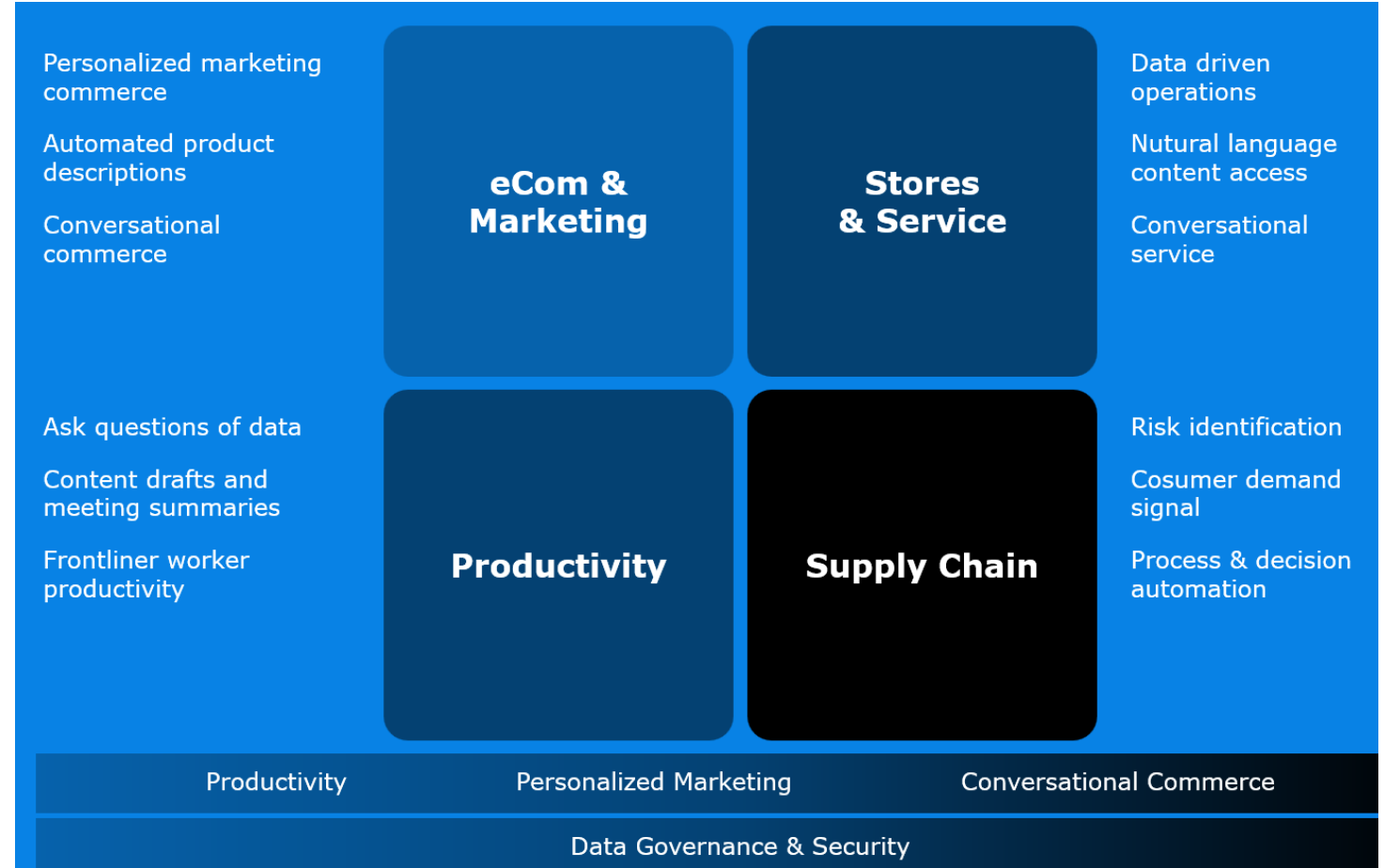
▪ Retail – Business Opportunity

- Marketing & eCommerce
- Store Experience
- Supply Chain

Duration: 4 to 8 weeks

Deliverables:

- Workshops
- Maturity & Adoption Acceleration Assessment
- POC for key initiatives



Assessment & POC initiative in 8 weeks

Week 1



Kick-Off

- Kick-off
- Discovery questionnaire
- Planning

Week 2-3



Workshops & Analysis

- Foundation: Data governance & security
- Productivity
- Marketing & eCommerce
- Supply Chain
- Store & service

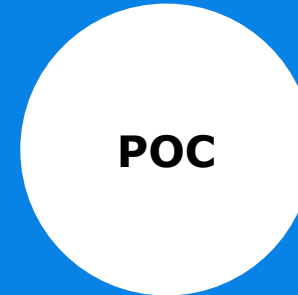
Week 4



Assessment & Recommendations

- Maturity assessment
- Prioritization
- Potential roadmap

Week 5 -7



POC

- Key initiative implementation

Week 8



Outcome Report

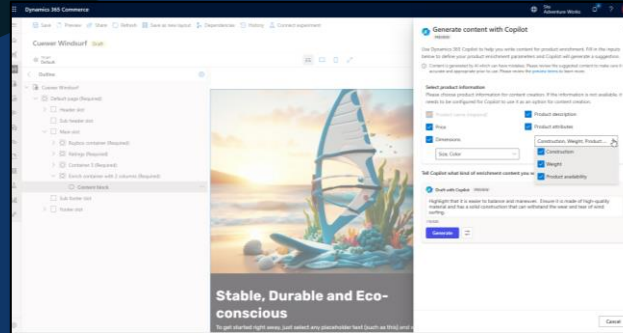
- Risks & Benefits analysis report



AI Retail potential initiatives with Microsoft Business Applications

Generate product descriptions

- Democratize marketing for AI generated product descriptions optimized for SEO

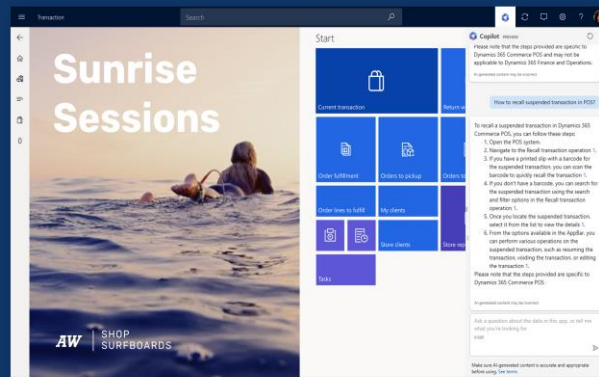


HQ - Dialog with Data

- Ask questions of your retail data in HQ such as show me my top selling products

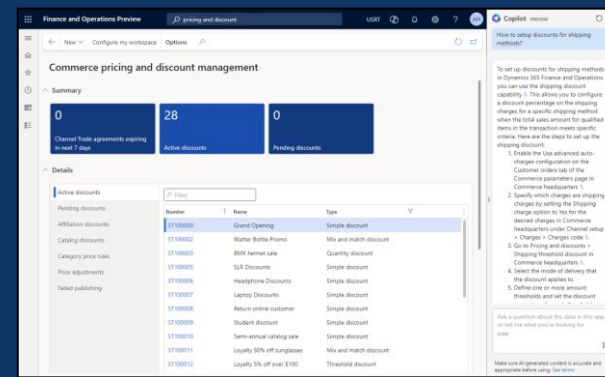
In app tutor for POS

- Personal trainer to assist store associates, enabling novice store associates to become expert store associates.



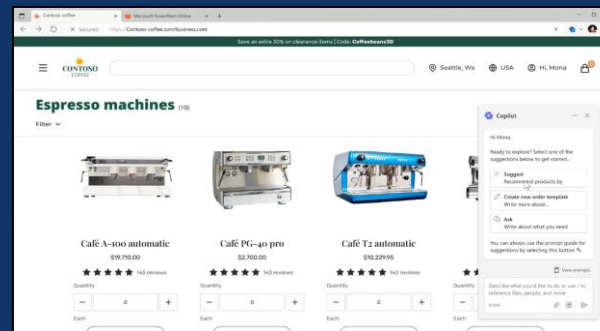
In app Tutor for HQ

- How-to support in HQ to get set up easily with back-office operations



Copilot for Shoppers

- Build bots in minutes using Gen-AI to evaluate products and answer questions



IOM – Dialog with data

- Improve productivity of admins and fulfillment analyst using the new IOM Data Q and A

The End

Come to see us at Booth: 123

 **thinkmax**

