



GenAI in Retail:

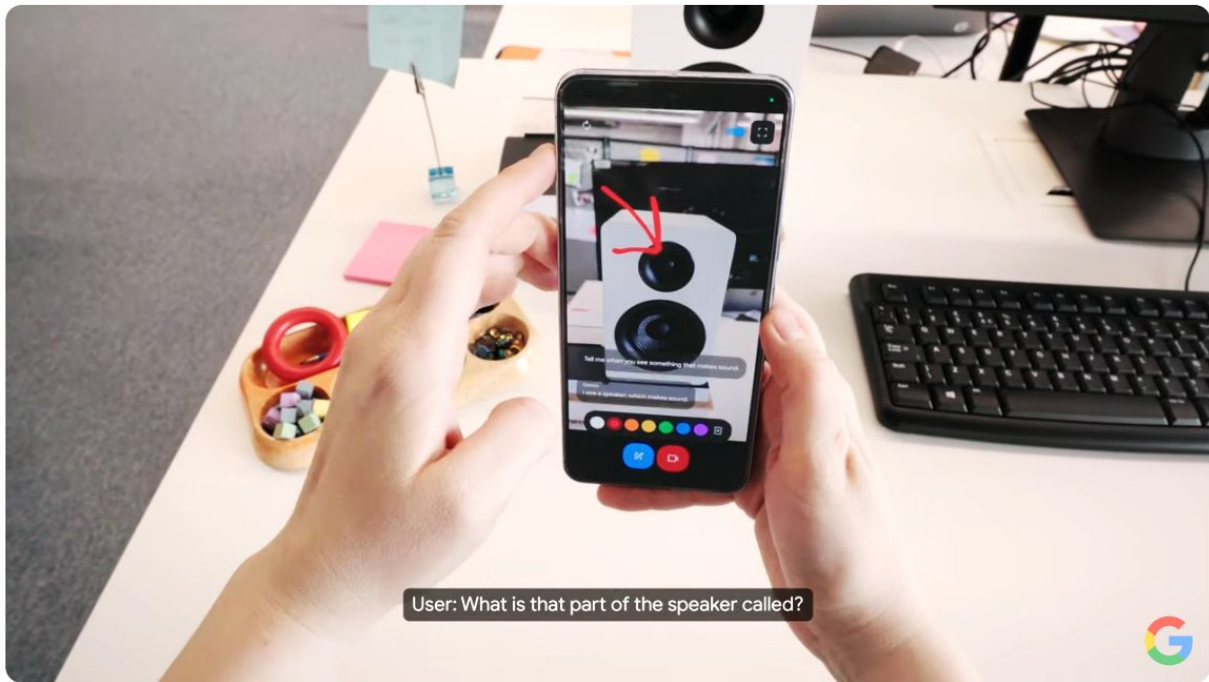
Turning GenAI Magic into Business Impact

Eric Morris

Managing Director,
Retail, Google, Inc.

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CTO, BCG X



User: What is that part of the speaker called?

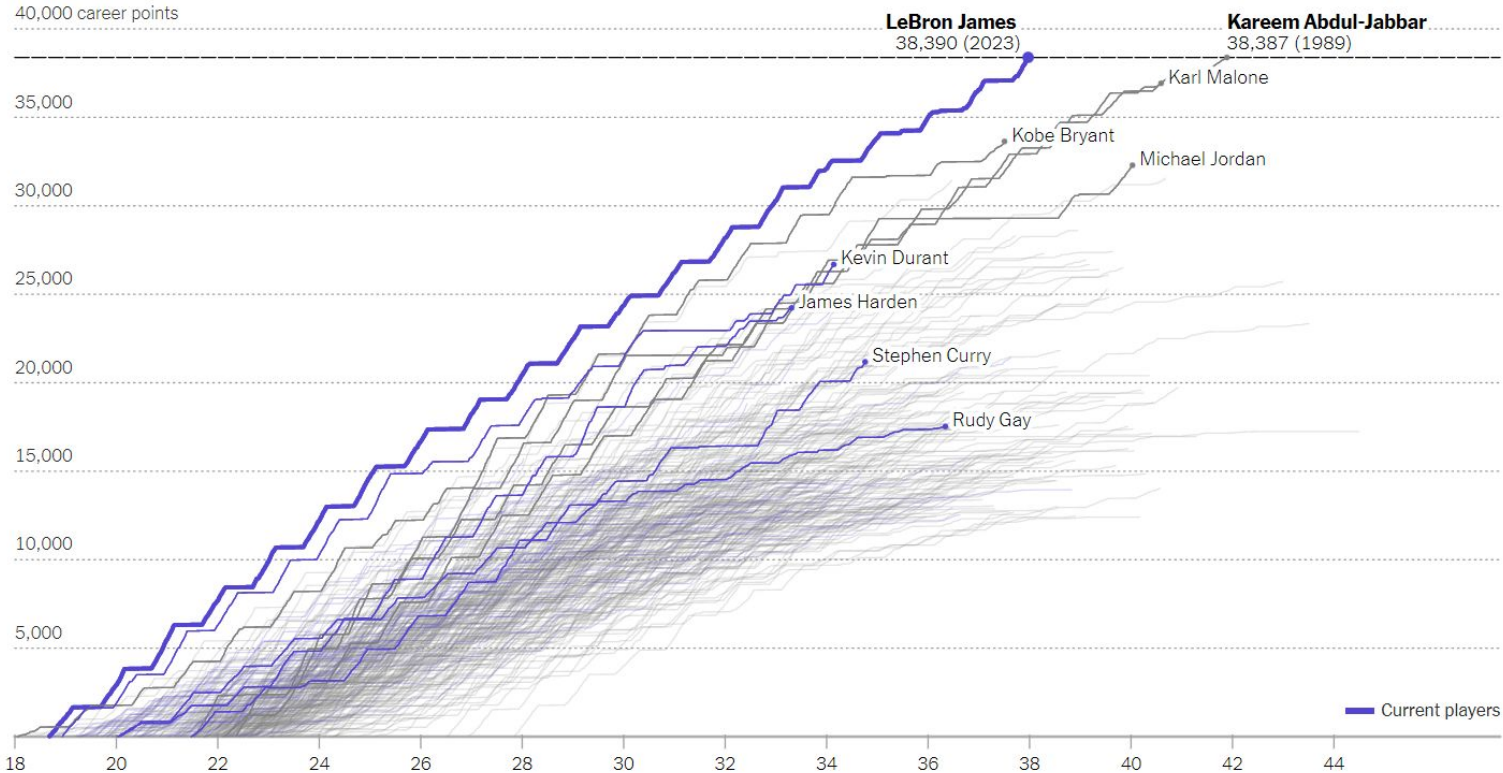


“

***Any sufficiently advanced technology
is indistinguishable from magic***

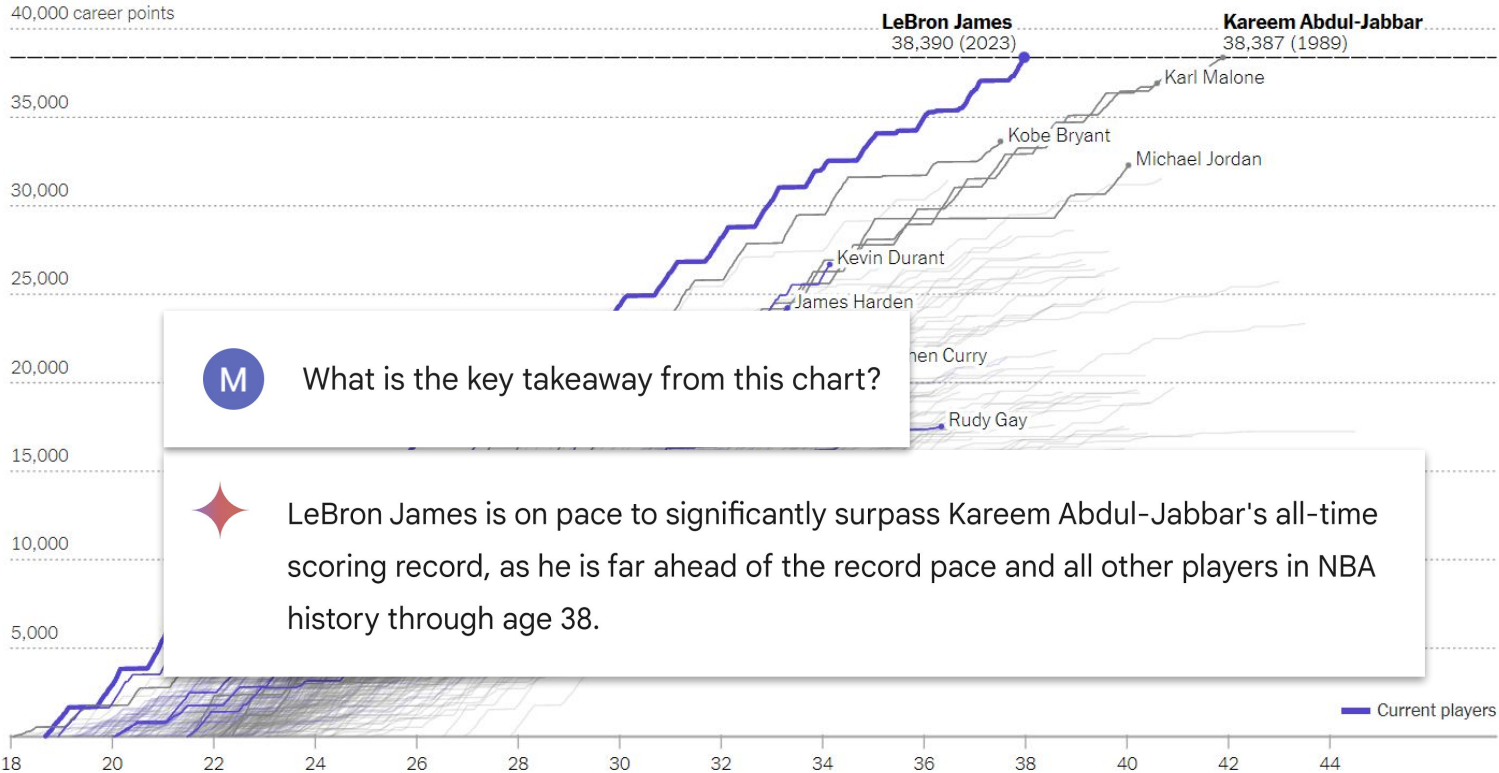
– Arthur C. Clarke

Career points by age for top 250 scorers



Source: Basketball-reference.com • Note: Data is through Feb. 7. • By The New York Times

Career points by age for top 250 scorers



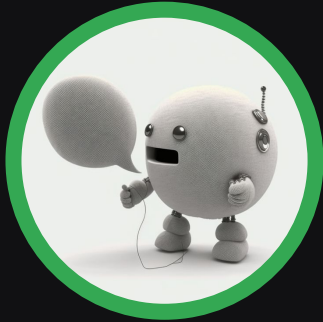
What is the key takeaway from this chart?



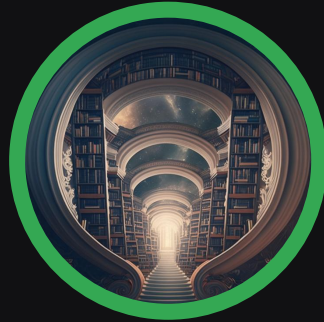
LeBron James is on pace to significantly surpass Kareem Abdul-Jabbar's all-time scoring record, as he is far ahead of the record pace and all other players in NBA history through age 38.

Source: Basketball-reference.com • Note: Data is through Feb. 7. • By The New York Times

What is new about Generative AI?



Language as
Code



Comprehensive
knowledge

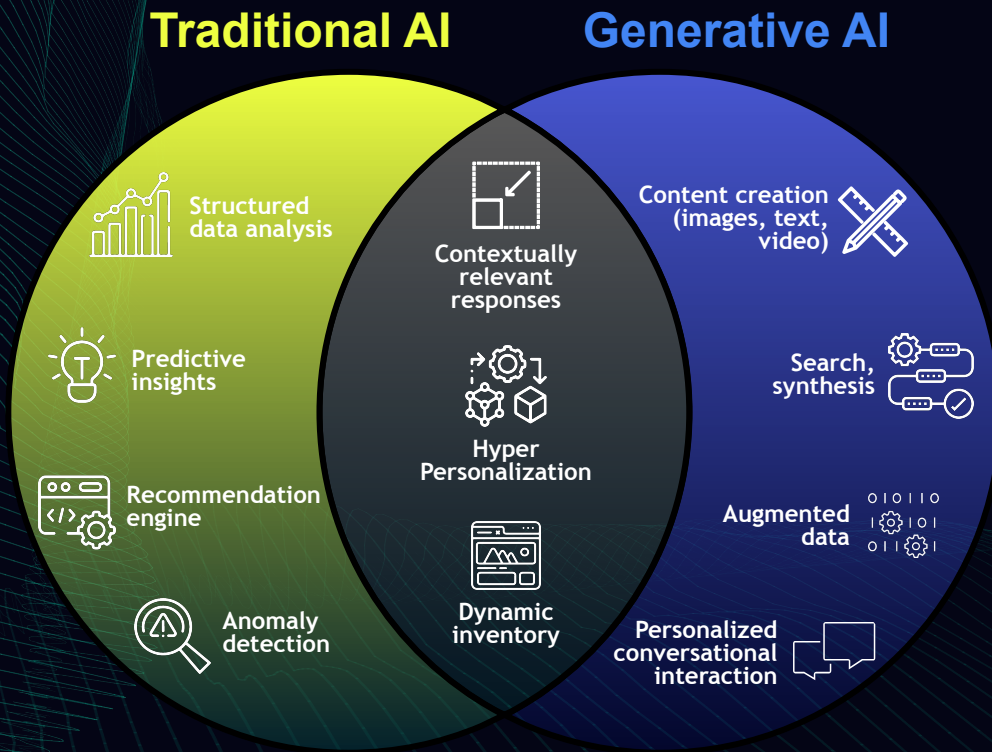


Creativity



Reasoning

GenAI adds new capabilities to AI/ML toolkit



The GenAI 5 Cs:

Comprehend

Create

Converse

Coach

Command

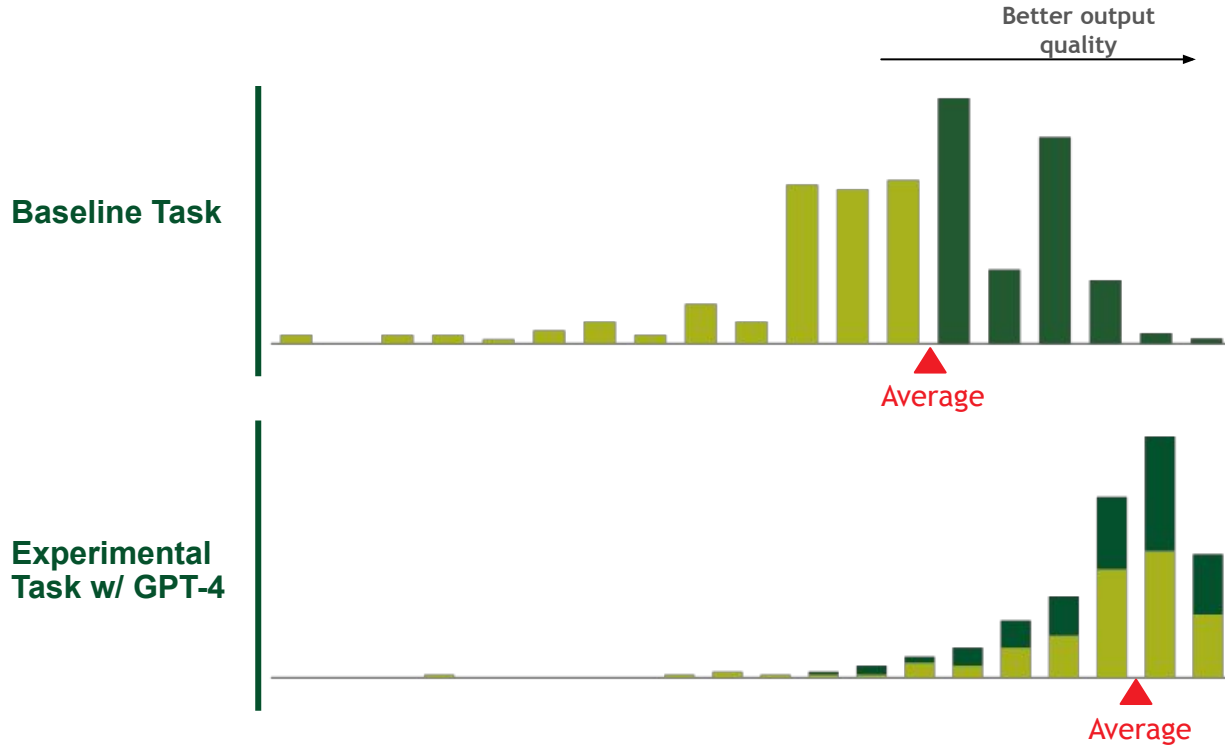
GenAI will be transformative for businesses

DEPLOY
tools

RESHAPE
processes

INVENT
offerings

On tasks where it excels, GenAI is a great leveler of talent



40% better quality

25% faster execution

15% more tasks completed

Levels performance



Minimize toil

The
Goal



Maximize joy

GenAI can reverse Canada's productivity decline



29th

Canada's global rank in productivity



\$210B

Generative AI impact on the Canadian economy

Retail Productivity Gains

45%

Customer service

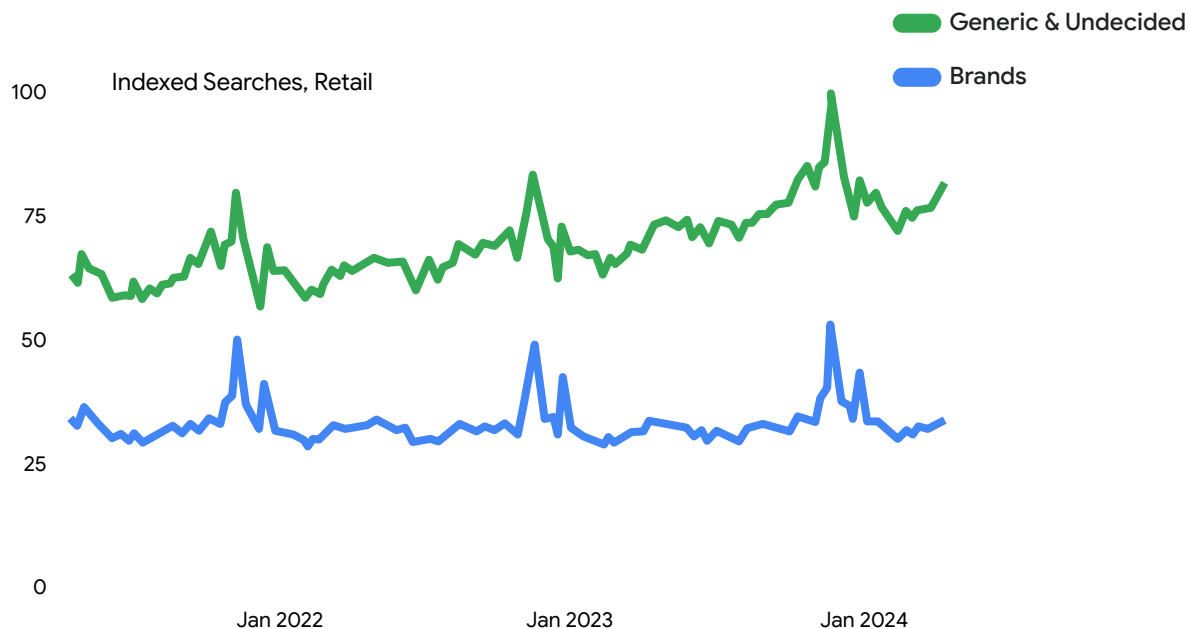
45%

Software engineering

15%

Marketing

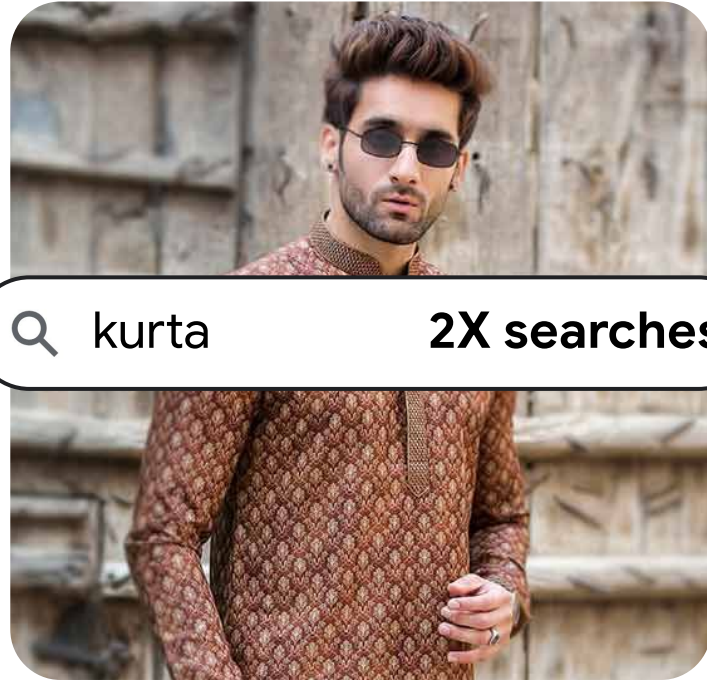
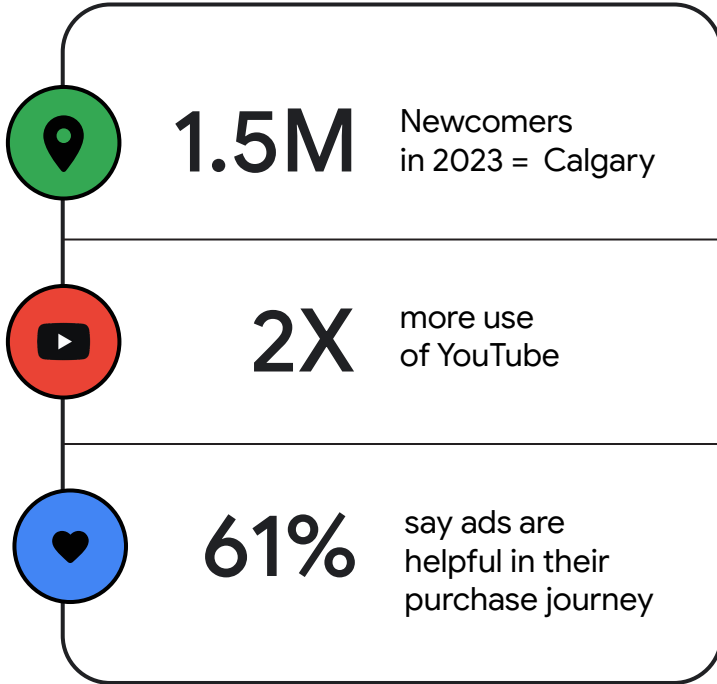
Canadians are increasingly undecided when researching products to buy



2X
the searches

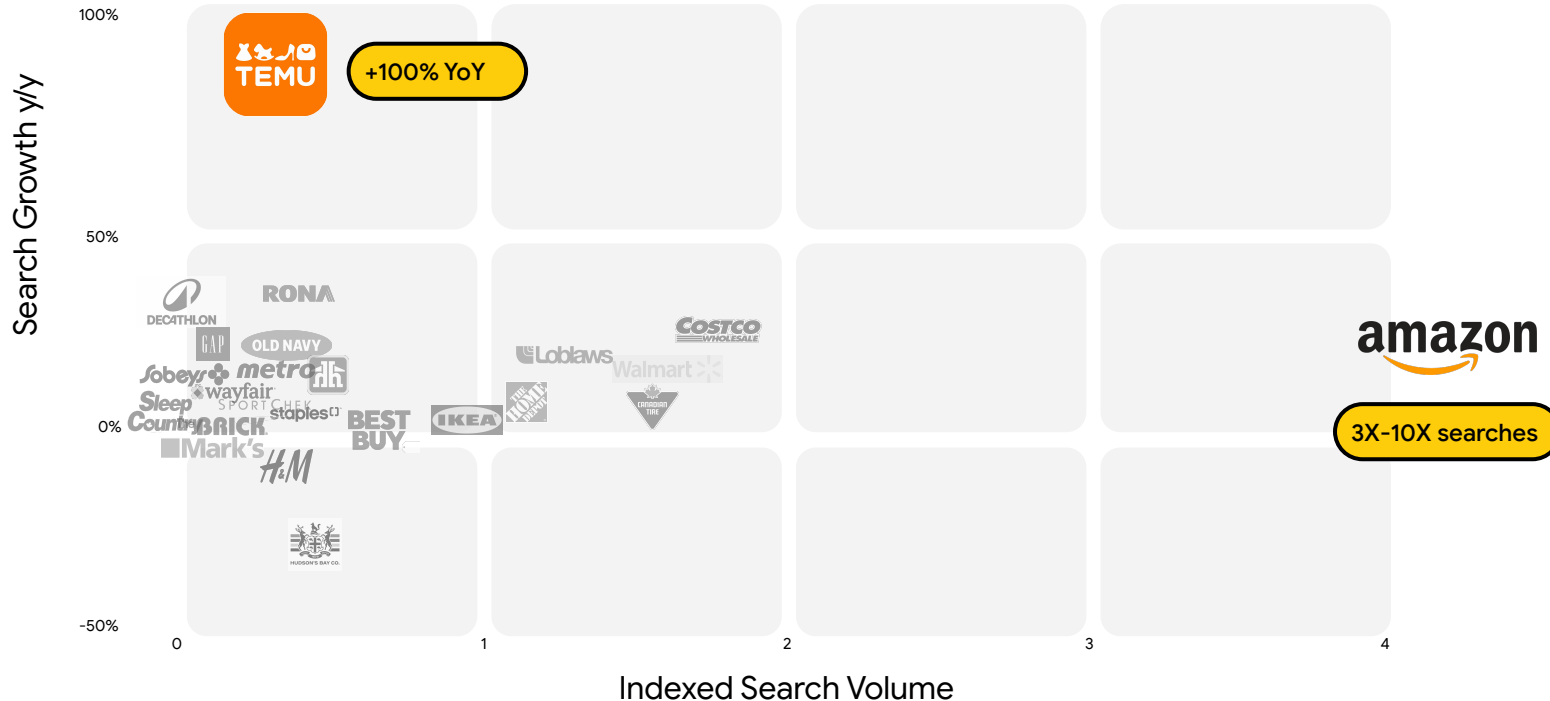
Growing
4X
faster

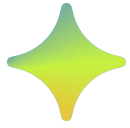
New Canadians are up for grabs



An increasingly competitive retail environment

Amazon and Temu driving outsized search interest in Canada

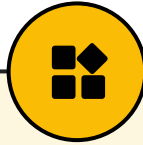




GenAI use cases for Retailers today



Marketing +
Customer
Outreach

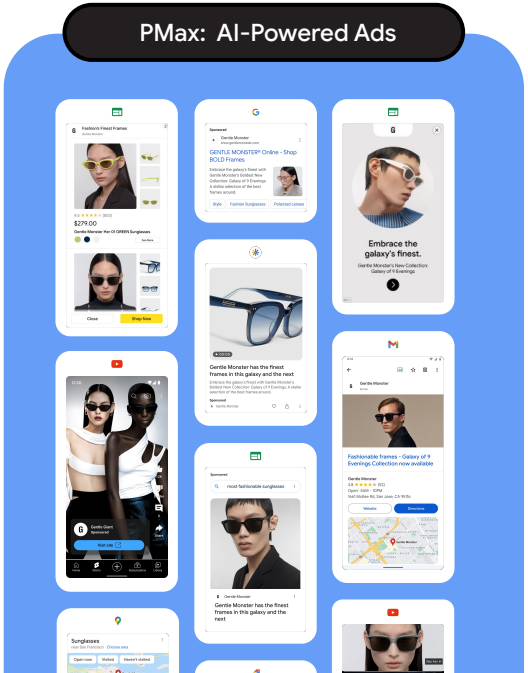
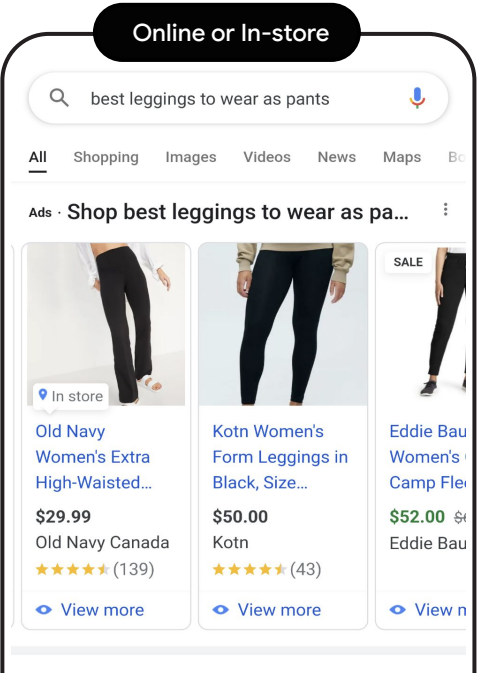
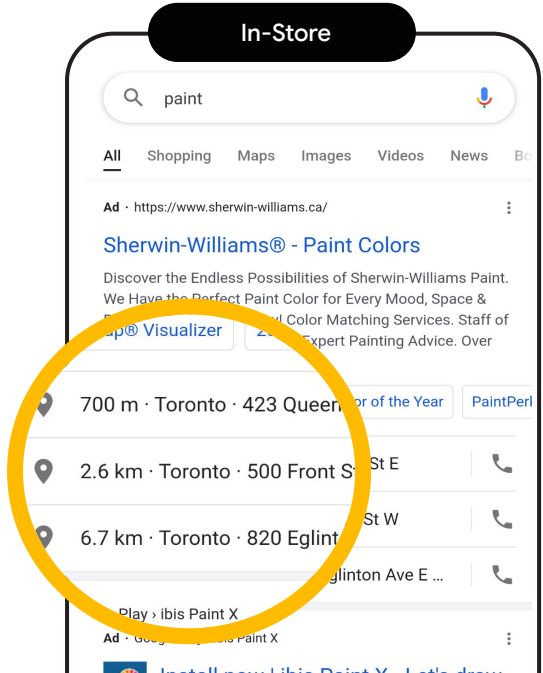


Sustainable +
Efficient
Operations

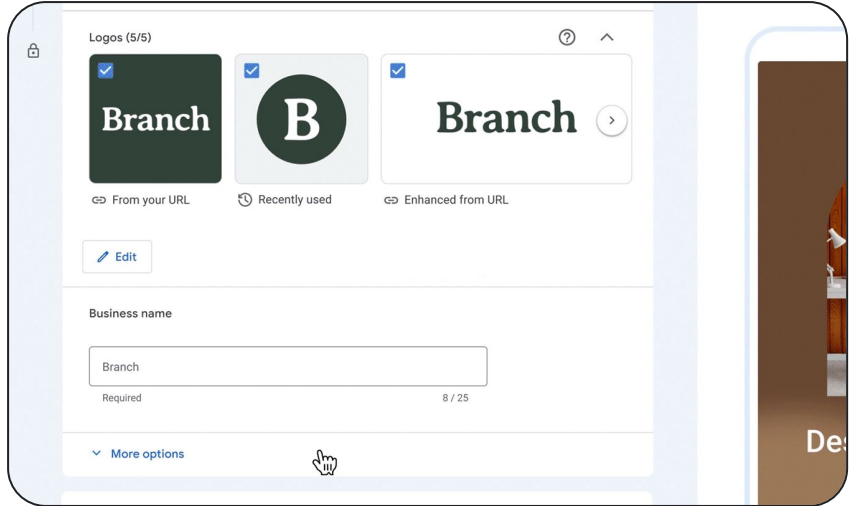
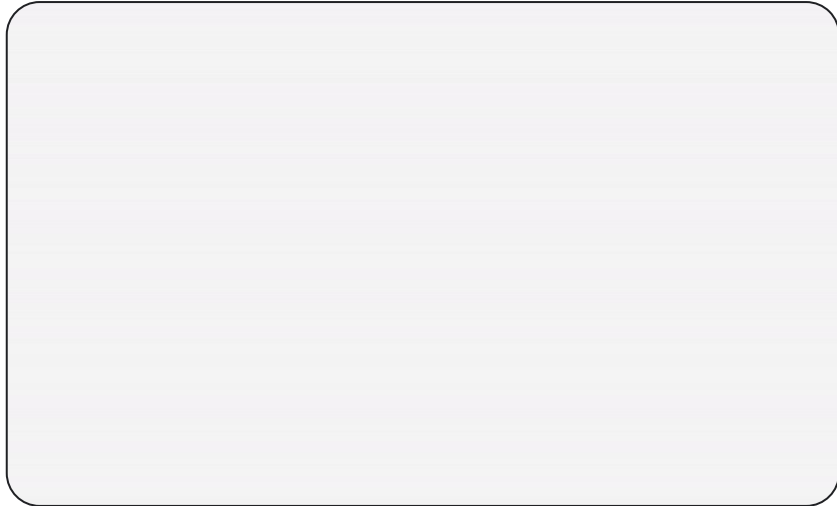


Digital
Growth +
Experiences

Reach customers shopping online and in-store, powered by AI

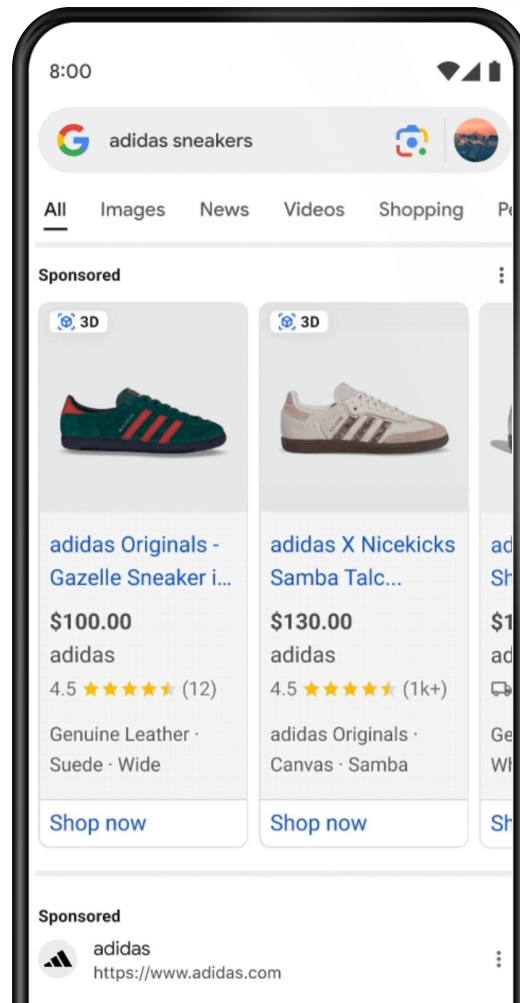


Product Studio: Creative that's easy and on brand



3D Product Imagery:

GenAI 360 view of your products





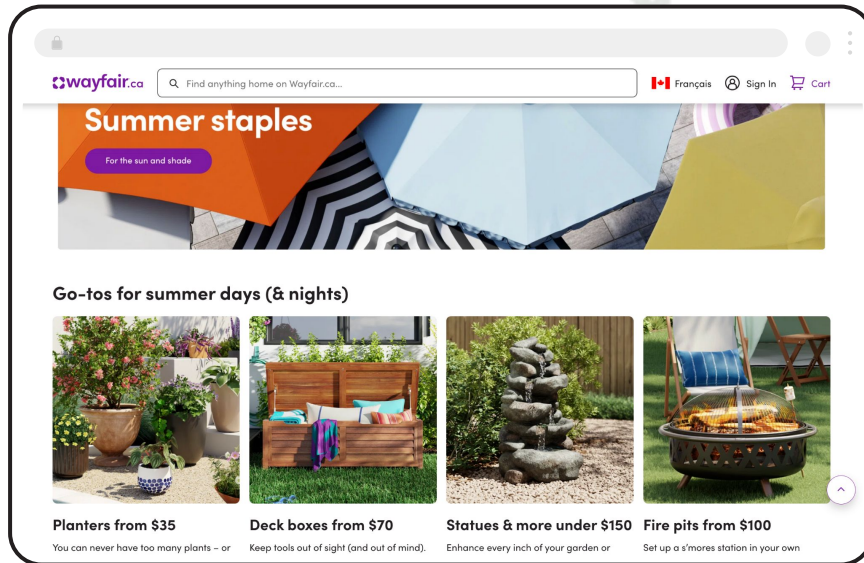
48%

Increase in code performance



60%

of developers reported that they were able to focus on more satisfying and meaningful work

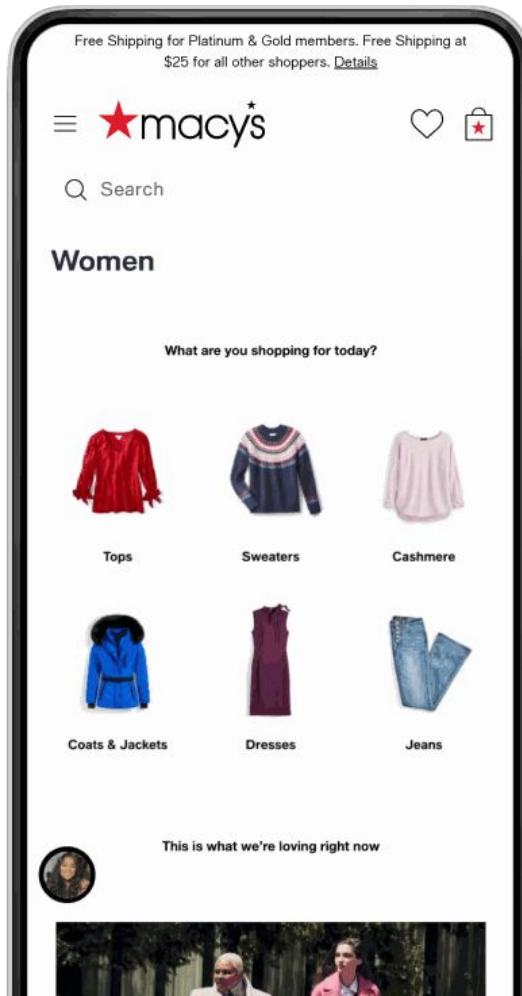


Reduce site abandonment and increase sales

\$2 Trillion Lost sales

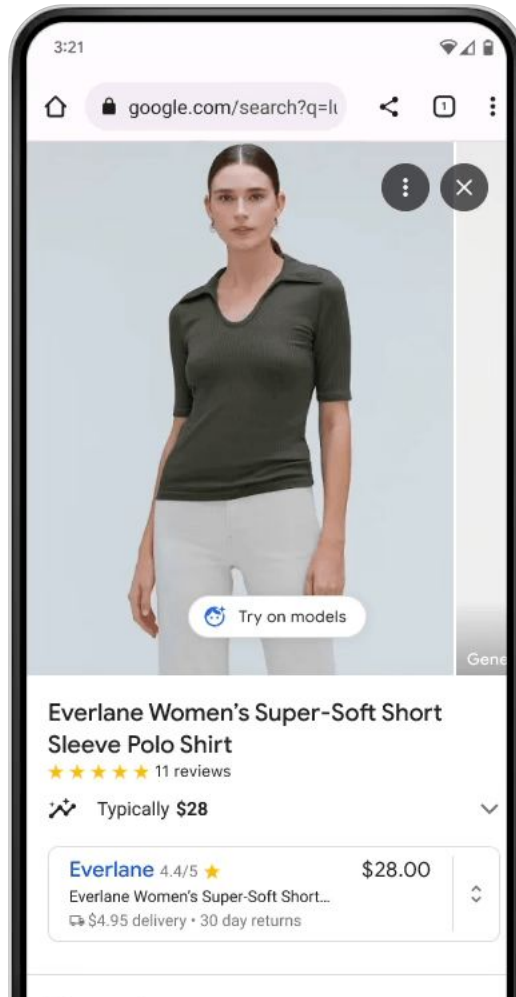
82% Avoid retail sites with poor experience

Source:



GenAI Virtual try-on

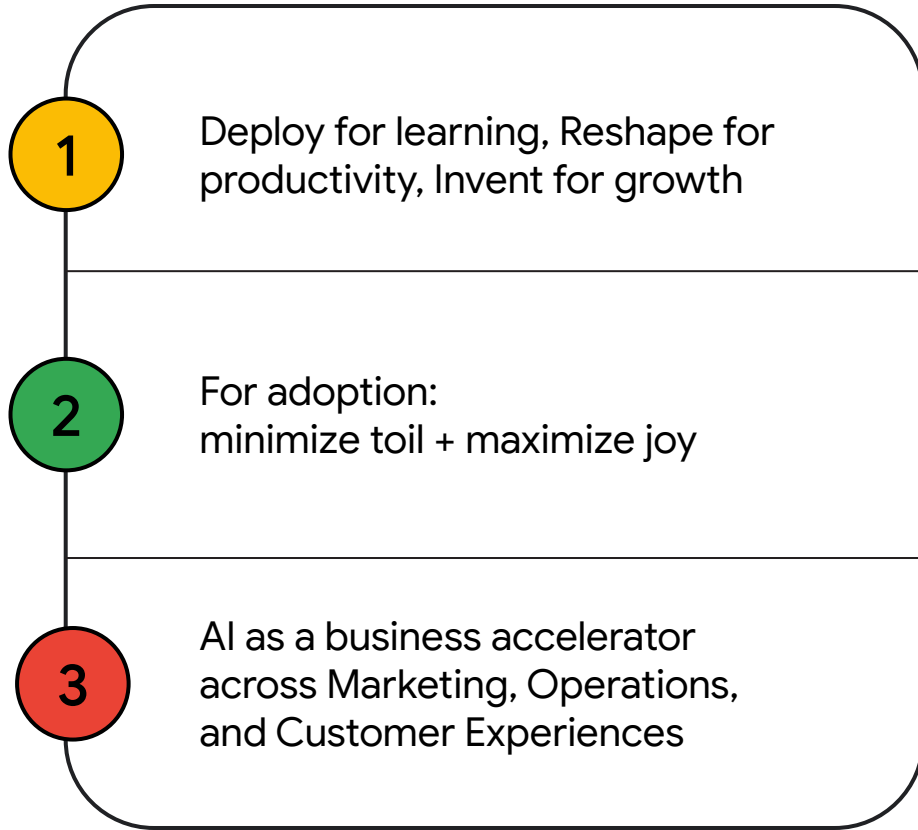
60% Increase in quality
product views



Conversational shopping experiences



Summary





Thank you

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