



RETAIL REINVENTED: UNLEASHING THE POWER OF GENERATIVE AI

VIDEO TRANSCRIPT

Hello, my name is Jill Standish and I'm the retail global lead here at Accenture. Today we're going to sprint through three relevant use cases that demonstrate the amazing impacts of AI and its younger sibling generative AI. Let's face it, AI is not new. In fact, we've been using AI for years in retail. I like to segment AI into three areas. One, descriptive. We used AI to say what happened in our business, the second, predictive, what will happen and what should I do about it? But now we've got generative AI, which is all about generating new content, and we will be using all three of these forms in the years to come. But it's with this new form, generative AI that will truly transform the way we live and work. So, let's jump right into the examples that I have for you today. And it's examples of how generative AI in combination with traditional AI will transform the way we shop, the way we work and the way we operate across this industry. The first example, shopping and the consumer experience. Consider that large language models are LLMs, are the new shopping influencers. LLMs are changing the way consumers ask for and receive trend information. So, already today, how your brand shows up requires some different considerations, and it's a terrific opportunity to highlight and bring attention to sustainable product attributes or a particular sustainability. This is just one of the ways Gen AI is becoming a path to discovery. Meta and Instagram has rolled this out, so billions of consumers are

already having access to this and are using it today. What this means, is your branding really matters more than ever. So it's time to double down on attribution, both around your brand and your products and their certifications. Akin to the way you might have done search engine optimization or SEO today. You'll also see the need to consider whether you allow or enable these LLMs to access your content. Scrape your website, find your inventory, find your pricing, because that's how they're gonna figure out how to link you to the Gen AI conversation and the recommendations. Let's continue our sprint. How Gen AI can affect how we work, especially in early parts of the value chain. Things like design and operations, human ingenuity and creativity will always be of high value, but what we're seeing is that how Gen AI can augment this process, consider the great concepts that helped your brand form winning styles and establish a design vocabulary. They Can be further leveraged by identifying the attributes of top sellers to develop and produce new items. And not just with the consideration of the design elements, but, also predicting through combinations of other influential data sources like gross margin, geographic, or market segment sales, popularity and search and conversion. Multiple elements that can help extend human ingenuity and build products that align more closely to not only your demand, but your financial goals as well. Consider how to shorten the sampling cycle, improve



sell-throughs, minimize waste, and the disposition of inventory and the inevitable jobbing and impacts to landfills. This third example should raise the roof a bit. I can imagine the cheering around the world when I show this because it paints a truly dynamic picture of the efficiencies of Gen AI bringing to it the under-resourced sustainability teams. Imagine taking the hundreds and likely thousands of hours spent on sustainability reporting and reallocating them to all the opportunities you've been contemplating for performance management and sustainable process change. Get ready. To date, sustainability reports are largely created manually. It's a time-consuming, data heavy process that's typically limited to small teams and made more complicated by the changing regulatory frameworks and multiple geographic requirements. Now, envision that completely redesigned, both components and entire reports created from single simple prompts. Input your KPIs, goals and achievements and built on this in advanced AI and foundation models with capabilities that generate deep insights. These models comprehend and respond to complex questions around environmental impacts, social initiatives and governance systems. Accenture has developed the E-S-G-L-L-M. This is a large language model that can build a report more quickly than any user or teams working alone. This not only boosts productivity, but also increases quality with better inputs, with better data. And finally, relief to these teams that can dedicate their time and resources to accelerating the initiatives you really want to work on. The programming and the process change that will build greater resilience for your companies. So

as you can see, even these early days of Gen AI are reshaping our ability, and really, the opportunity to advance the collective sustainability agenda. Incorporating, embedding and scaling the solutions into our daily lives and work streams in ways never before possible. And we've only just begun. Thank you.

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