



# Transforming Retail & Consumer Brands: Generative AI Cases and Potential

Executive Report



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## Note from the founders

Dear Readers,

We are thrilled to launch our latest report, "Transforming with Generative AI: Retail & Consumer Brands Cases and Potential". This report provides insights into the latest advancements and enterprise adoption of Generative AI. It covers a wide spectrum of subjects, including generative AI landscape, innovative use cases, impactful case studies, and the transformative potential of Generative AI in retail and consumer brands.

In this report, we delve into over 50 distinct generative use cases tailored towards retail and consumer brands landscape. Additionally, we showcase more than 20 real-world case studies that exemplify the tangible benefits and possibilities that Generative AI brings to the forefront.

As technology continues to evolve, we recognize the importance of staying informed. Our report not only serves as a valuable source of information but also as a platform for sharing knowledge and fostering meaningful discussions. We welcome your feedback and comments as we continue to track and report on the latest developments in this exciting field.

Sincerely,

Senthil Nathan R  
Co-founder & CEO

Tejas Gowda  
Co-founder & Chief Data Scientist

# Executive Summary

In the first half of 2023, the field of Generative AI has experienced remarkable growth and integration. An impressive 11 major Large Language Models (LLMs) have been unveiled, averaging two significant language models every month. Industry giants such as Microsoft, Google, Amazon, and Nvidia have introduced advanced generative AI solutions tailored for enterprises. Additionally, leading consulting firms like BCG, Bain, and McKinsey have forged partnerships with OpenAI, enabling them to offer generative AI solutions to their clients.

A McKinsey report highlights the potential of generative AI to contribute an astounding \$13.5 trillion in additional economic activity by 2030, equivalent to 14 percent of global GDP. Among the sectors, **retail and consumer goods are poised to reap substantial benefits, with a potential value capture of \$2.9 trillion.** Esteemed brands including Walmart, Coca-Cola, Unilever, Nike, Adidas, and Tesco have already embraced Generative AI, focusing on key areas such as Personalization, Content Creation, Innovation, and Optimization.

Despite its promising prospects, a Microsoft survey revealed that **merely 16 percent of retail and consumer goods executives possess a well-defined generative AI strategy.** Notable obstacles to adoption encompass talent scarcity, data quality concerns, ethical considerations, and regulatory ambiguities.

To tap into the potential of generative AI and overcome obstacles, retail and consumer brands should **invest in Generative AI capabilities, cultivate collaborations, and explore versatile applications.** By nurturing talent and experimenting with use cases, they can foster innovation and enhance results, guiding them towards a future of exciting opportunities.

# Generative AI Glossary

**Generative AI:** Artificial intelligence models and algorithms designed to generate new content, such as images, texts, videos, or other data, that resembles human created content. It uses patterns and structures to generate output that resembles human creativity, often producing novel and diverse results.

**Foundation Models:** Large-scale neural network models designed to serve as the basis or core for various AI applications. They are pre-trained on massive datasets to learn language and other relevant patterns, making it easier to fine-tune them for specific tasks like language translation, sentiment analysis, or question answering.

**Large Language Models (LLs):** A subset of foundation models that are specifically designed to handle natural language processing tasks. They are massive neural network architectures capable of understanding and generating human language with impressive fluency and context-awareness.

**Diffusion Models:** Diffusion models are a class of models that simulate the process of generating complex data, like images or videos, by progressively adding details and elements. These models build up content in a step-by-step manner, allowing for more control and flexibility in the creative process, resulting in intricate and realistic outputs.

**Generative adversarial networks (GANs):** A type of generative AI model that consists of two neural networks that compete against each other. One network, the generator, is responsible for generating new data. The other network, the discriminator, is responsible for distinguishing between real data and generated data. GANs are a powerful tool for generating realistic images, text, and other creative content.

**Transformers:** Transformers is an AI architecture specifically designed for natural language processing and language generations tasks. They use patterns and relationships between words to handle tasks like translation, conversation, and summarization.

**Tokens:** A token, in the context of large language model, is the smallest indivisible unit of text. It can represent a single character, a word, or even a sub word, depending on the tokenization strategy used. .

**Prompt Engineering:** Prompt engineering involves crafting precise and effective instructions or queries for AI models. It's a process where the wording and structure of prompts are carefully designed to achieve desired outcomes from the model, optimizing its performance for specific tasks and improving the quality of generated responses.

**Prompt Template:** A set of instructions that are used to generate text or images from a generative AI model. Prompt templates can be used to specify the content, style, and tone of the output

# Generative AI Glossary Contd.

**Zero Shot Learning:** Zero-shot learning is a machine learning approach where a model can perform tasks it hasn't been explicitly trained on. By leveraging its understanding of related tasks and concepts, the model can generalize and make predictions in new scenarios, showcasing its ability to learn and adapt with minimal or no specific training data for the task at hand.

**Few Shot Learning:** Few-shot learning involves training the large language model on a small number of examples (shots) of a new task. This enables the model to generalize and perform adequately on the task with limited training data.

**LLM Finetuning:** Fine-tuning is the process of refining a pre-trained language model for specific tasks or domains using additional task-specific data. By exposing the LLM to relevant examples and adjusting its parameters, fine-tuning tailors the model's language generation to produce more accurate and contextually appropriate outputs for targeted applications.

**Chain of Thought Reasoning:** This is a prompting technique that improves the reasoning capability of LLMs. It consists of providing the model with a sequence of prompts that guide the model's thinking process.

**GPT-3:** GPT-3 is a large language model (LLM) developed by OpenAI. It is a powerful tool for generating text, translating languages, writing different kinds of creative content, and answering your questions in an informative way.

**DALL-E:** DALL-E is a generative AI model developed by OpenAI. It can be used to create realistic images from text descriptions. For example, you could ask DALL-E to create an image of a cat wearing a hat, and it would generate a realistic image of a cat wearing a hat.

**Hallucinations:** When a generative model produces outputs that are unrealistic or not present in the training data. It is a type of error where the model generates content that goes beyond what it has learned.

**Vector Databases:** Databases that store and handle vector representations of data, usually produced by various AI models. These vectors encode semantic information about the data and are used for efficient similarity searches, recommendation systems, and other data analysis tasks.

**Multimodal AI:** A type of AI that can process and understand information from different modalities, such as text, images, and audio. Multimodal AI is essential for generative AI, as it allows models to generate data that is consistent across different modalities.

**BLEU Score:** This is a metric that is used to measure the quality of text that is generated by a generative AI model. BLEU score is calculated by comparing the generated text to a reference text.

# Generative AI: A Brief Introduction

```
Welcome to
EEEEEE LL IIII ZZZZZZ AAAAA
EE LL II ZZ AA AA
EEEEEE LL II ZZ AAAAAA
EE LL II ZZ AA AA
EEEEEE LLLLLL IIII ZZZZZZ AA AA

Eliza is a mock Rogerian psychotherapist.
The original program was described by Joseph Weizenbaum in 1966.
This implementation by Norbert Landsteiner 2005.

ELIZA: Is something troubling you ?
YOU: Men are all alike.
ELIZA: What is the connection, do you suppose ?
YOU: They're always bugging us about something or other.
ELIZA: Can you think of a specific example ?
YOU: Well, my boyfriend made me come here.
ELIZA: Is it important to you that your boyfriend made you come here ?
YOU: He says I'm depressed much of the time.
ELIZA: I am sorry to hear that you are depressed.
YOU: It's true, I am unhappy.
ELIZA: Can you explain what made you unhappy ?
YOU:
```

*Eliza, considered to be the earliest text generation software*

In the 1970s, technologists relied on statistical methods to predict the probability of the next word—a modest start to the field of text generation. Fast forward to the present day, ChatGPT has co-authored an entire book titled 'Impromptu: Amplifying our Humanity Through AI' alongside LinkedIn's founder Reid Hoffman.

Today, generative AI tools have transcended boundaries and expanded their capabilities to create not only text but also images, code, and even compose music. These advancements have sparked significant interest among enterprises, governments, and end-users alike, as they recognize the immense potential of generative AI in various domains.

## What is Generative AI?

Generative AI is a branch of artificial intelligence that enables computers to create original content ranging from images and artwork to poetry, music, text, video, dialog, and even computer code.

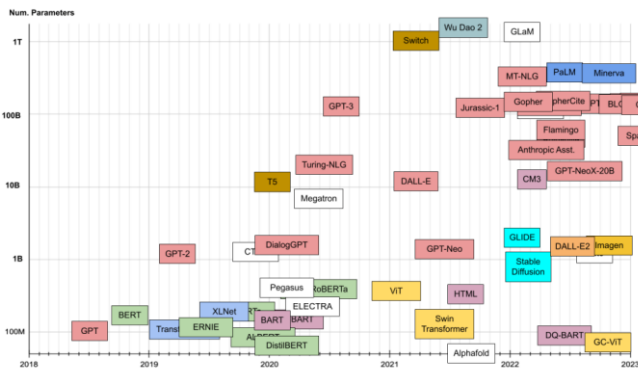
## Why now?

Availability of large datasets for training, advances in ML & NLP (better algorithms), more processing power contributed to the momentum of Generative AI in 2022. Acumen research projects the market for generative AI to grow at a CAGR of 34% touching USD 110.8 Billion by 2030.

## Why should enterprises consider Gen AI?

- \$4.4T** Impact of Generative AI on the global economy owing to increased productivity by 2030.
- 40%** Percentage of average work day tasks that can be automated using Generative AI
- 100M** Human employees who will be engaging with robot-colleagues on a daily basis by 2026.
- 60%** Amount of software development tasks will be automated by Generative AI by 2026
- \$660B** Economic potential that can be unlocked by Retail & Consumer brands through Generative AI

# Exploring Large Language Models (LLM)



Comparison of LLMs based on Model Size.

Image Source : Xavier Amatriain (2023)

## What is a Large Language Model?

Large Language Models (LLMs) are machine learning models that can read, summarize, translate texts and predict future words in a sentence letting them generate sentences similar to how humans talk and write.

These models are called "large" because they are trained on a very large dataset, often consisting of billions of words, in order to learn the statistical patterns and relationships between words and their meanings.

Google unveiled the transformer architecture, a type of neural network designed to process sequential data like text or time series data. Transformers help LLMs to learn relationships between various entities in the input data at scale. Google launched BERT in 2018 which delivered state of the art benchmark scores for language tasks.

## Major Large Language Models

- **BERT** - Google launched BERT, the first LLM in 2018. The base model was trained on 110M parameters and BERT Large ( the large version)was trained on 340M parameters and 3.3 billion words. It outperformed humans in Q & A tasks by 2%
- **XLNet** - A large language model developed by researchers at Carnegie Mellon & Google. It was trained on 340 million parameters similar to BERT. But XLNet outperformed BERT on 20 language tasks and mostly by a huge margin.
- **GPT3** - An LLM by Open AI that is trained on 340 billion parameters. It has surpassed benchmarks set by other LLMs. Also the text generated by GPT-3 are hard to distinguish from human generated content.

- **GPT4** - Launched on March 2023, GPT-4 is a multimodal big language model from OpenAI, the fourth in the GPT series. It is available through ChatGPT Plus.
- **Falcon** - A 40-billion parameter causal decoder-only LLM developed by the Technology Innovation Institute (TII) in Abu Dhabi. It is open-source and available for commercial use. Falcon has been trained on a massive dataset to perform a variety of tasks, NLG, NLU and Translation
- **Claude 2** - Anthropic launched Claude 2 as a successor to Claude 1 in July 2023. The model is accessible in US & UK and global rollout is expected soon. The model is already showing promising results across a wide range of language tasks.
- **PaLM 2** - A next generation language model launched by Google in July 2023. It excels at advanced reasoning tasks, including code and math, classification, Q & A,, translation and multilingual proficiency. At the I/O, event, Google announced 25 new products & features that will be powered by PaML2



# A brief timeline of Generative AI

1966

ELIZA

Joseph Weizenbaum develops the first chatbot, ELIZA, at the MIT Artificial Intelligence Laboratory.

1972

SHRDLU

The first statistical language model for text generation is developed by Terry Winograd..

1982

SYSTRAN

The first commercial NLG system, called SYSTRAN, is released.

1995

ASEAN

The first machine learning based NLG system (ASEAN) is developed by the University of Pennsylvania.

2017

TRANSFORMERS

Google AI introduces the Transformer architecture, which is a breakthrough in natural language processing.

2018

GPT-2

OpenAI releases GPT-2, a 1.5B parameter language model that can generate text, translate languages, and answer questions.

2018

BERT

Google AI releases BERT, a language model that can be fine-tuned for a variety of tasks

2020

GPT 3

OpenAI releases GPT-3, a 175B parameter language model that is even more powerful than GPT-2.

2022

ChatGPT

OpenAI launched ChatGPT, a LLM based chatbot that reached 1M users within 5 days.

2023

PaLM 2/GPT 4

Google launches PaLM2, Open AI launches GPT4. Other opensource LLMs like Falcon, Llama2, Claude2 are launched .

# Exploring Generative AI Capabilities: An Overview



## TEXT

- Information Extraction
- Text Mining & Analysis
- Text summarization
- Text Generation
- Content Review
- Workflow Automation



## CODE

- Code Generation
- Code Documentation
- Code Review
- Code Translation
- No code development



## IMAGE

- Image Generation
- Image Editing
- Image Analysis
- Design Generation
- Synthetic Data



## VOICE

- Voice Generation
- Voice Synthesis
- Voice Analysis
- Music Generation
- Music Editing



## VIDEO

- Video Generation
- Video Editing
- 3D Model Simulation
- AI Avatar Generation

# Navigating the Generative AI Landscape

## Generative AI Models

### Open AI

- GPT 2
- GPT 3
- GPT 3.5
- GPT4
- Dall E
- CLIP

### Anthropic

- Claude
- Claude 2

### Cohere

- Command
- Catalyst

### Eleuther AI

- GPT-Neo
- GPT-J
- GPT-Neo X

### Google

- BERT
- LaMDA
- PaLM
- PaLM2
- Meena
- Imagen

### Opensource

- Falcon
- Alpaca
- Vicuna
- Cerebras GPT
- BLOOM
- Flan-T5
- Stable Diffusion
- GPT4All
- FinGPT

### Databricks

- Dolly
- Dolly 2

### Meta

- Llama
- OPT
- Galactica

### Microsoft

- Megatron Turing

### Bloomberg

- Bloomberg GPT

### Deep Mind

- Gopher
- Chinchilla

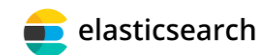
## LLM Frameworks



## LLM Foundations



## Vector Databases



## Processing & MLOps



## Cloud Services



# Generative AI Use cases for Retail & Consumer Brands

# Generative AI Applications in Retail & Consumer Brands



## Marketing

- AI Generated Video Commercials
- AI Generated Marketing Posts & Contents
- A/B Testing of Ads / Content Ideas
- Personalization at scale
- AI powered Market Research
- Automated Marketing Insights



## Customer Experience

- CX Workflow Automation
- Virtual Assistant for Customers
- Customer Reviews & Sentiment Analysis
- Virtual Assistants for CX Agents
- CX Agent training & upskilling



## Store Operations

- AI generated store layouts
- Virtual Sales Assistants
- In-store recommendations
- Virtual Try Ons
- Pricing and Promotion Optimization



## Ecommerce and D2C

- AI generated Product Descriptions
- AI generated Product Images
- AI generated website layouts
- Personalized engagement
- SEO optimized content
- Shopping Assistants



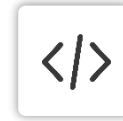
## Product and R & D

- Product Discovery
- Market Trends Analysis
- Product Design & Packaging
- Synthetic Data Preparation
- Automated Experimentation and Optimization



## Operations and Supply Chain

- Conversational Supply Chain
- Automated Supply Chain Reports
- Assortment Planning
- Supplier Risk Assessment
- Fraud detection & prevention



## IT & Technology

- Automated application development
- AI based documentation
- IT Helpdesk Automation
- Synthetic data generation
- AI Generated UI/UX Design
- Automated Reports & Insights



## Finance & Risk

- Contract Analysis and Generation
- Automated compliance
- Automated workflows (e.g. AR Workflows)
- Financial Reporting
- Investment Research (e.g. Earnings reports analysis)
- Financial Planning & Analysis



## Human Resources

- Recruitment Workflow Automation
- Virtual Assistant for Employees
- Employee Training & Upskilling
- Employee Sentiment Analysis
- AI based evaluations
- Gen AI content for Employee Branding



## Enterprise & Strategy

- Scenario Modeling
- Decision Automation
- Trend Spotting
- Data & Insight bots
- Strategic Communication

# Transforming ECommerce and D2C with Generative AI



AI generated model for Levi's Strauss

## Automated Product Descriptions

Ecommerce & D2C teams can employ generative AI to create accurate and compelling product descriptions. AI will be able to create descriptions using product images, product catalogue and customer reviews as input.

## AI Generated Images

A Shopify study estimates that an average ecommerce firm spends around 10 to 15% of their marketing cost on product photography. Now these firms can reduce 60% of product photography costs using Generative AI. AI generated models and automated image enhancements can help ecommerce teams to reduce costs and improve the quality of product photography.

## Personalized Engagement

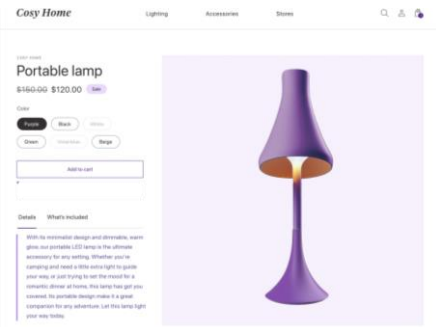
Generative AI can analyse customer data, browsing history, and purchase behaviour to deliver personalized product recommendations and offers. By tailoring content and promotions to individual customers, e-commerce platforms can improve customer experience and improve average basket value.

## Content Optimization

Ecommerce firms can optimize content for search engines using Generative AI for better rankings and visibility. Generative AI can optimize SEO rankings by analyzing popular keywords, trending topics, and customer search queries to create SEO-friendly marketing and website content.

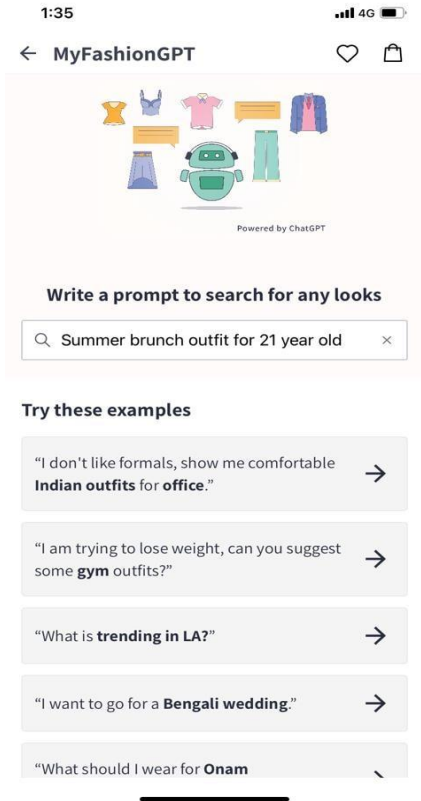
## AI Shopping Assistant

A recent Gartner study found that 53% of online customers are dissatisfied with legacy rule based chatbots, leading to abandonment of purchases. Generative AI-powered virtual assistants can help organizations overcome this challenge by providing responsive and personalized shopping experiences



AI Generated Product Description.

# Transforming CX: Generative AI Use Cases for Customer Success



MyFashion GPT, virtual assistant launched by Myntra

## CX Workflow Automation

Gartner claims that Generative AI can free up 30% time of CX employees. It can automate various aspects of the customer experience workflow, streamline processes and reduce manual intervention. For example, customer query response, ticket management, order processing and query routing can be automated, focusing employees on more strategic tasks.

## Virtual Assistants for Customers

US-based airline JetBlue has been able to save 280 seconds per chat with Gen-AI chatbot. Organizations can employ powerful virtual assistants that interact with customers in a conversational manner. These AI-powered virtual assistants can handle customer inquiries, provide product recommendations, assist with order tracking, and offer personalized support 24/7. They enhance self-service options, improve response times, and create a more engaging customer experience.

## Customer Reviews & Sentiment Analysis

With Large Language Models (LLM), customer reviews and feedback from various sources are analyzed. Extracting insights from unstructured data, LLM Models can perform sentiment analysis to understand customer opinions, emerging trends and preferences. Generative AI led approach would help enterprises save time and cost compared to conventional methods.

## CX Agent Co-pilot

Generative AI can also support customer experience agents by acting as virtual assistants. These AI-powered assistants can provide real-time information to CX agents during customer interactions, offering relevant product details, troubleshooting steps, and personalized suggestions. This helps CX agents provide better and more informed support to customers

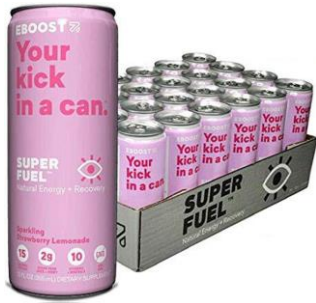
## Agent Training & Upskilling

Replacing traditional training methods with AI-assisted training can save 50% of training costs (Forrester). By analyzing past customer interactions, Generative AI can identify areas where agents might need additional training. It can then produce training modules, simulations, and interactive learning materials to help agents improve their skills and knowledge, leading to more effective customer support and personalized shopping experiences

# Exploring Generative AI for Product Management & Innovation



Hyundai's Project Elevate, an Ultimate Mobility Vehicle built with generative design techniques



Eboost employed Generative AI to create digital twins of customers

## Product Discovery

Consumer brands spend millions of dollars to launch a new product. According to McKinsey, Generative AI can help retail and consumer brands to reduce product development costs by 20%. Generative AI can help enterprises identify new product ideas by analyzing historical sales data, market trends and customer preferences. Generative AI can also help companies identify new materials for products by analyzing research data

## Market Trends Analysis

Generative AI enables retailers and consumer brands to monitor emerging market trends through analysis of social media, research reports, and customer reviews. This empowers product managers to efficiently track diverse global data sources, enhancing their ability to identify new product opportunities with greater effectiveness.

## Product Design and Packaging

Generative AI streamlines product design by automating prototype and iteration creation using diffusion models. These models can generate design, packaging, and branding variations aligned with criteria and customer preferences. This accelerates design, reduces time-to-market, and elevates product aesthetics.

## Synthetic Data Preparation

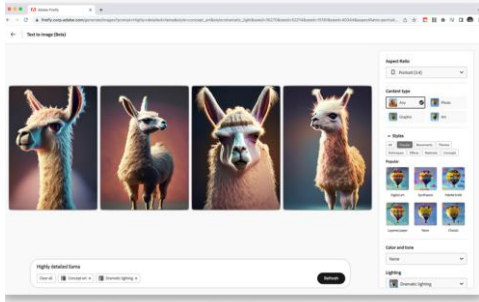
Energy drinks company 'Eboost' has created 'digital twins' of its customers. This was done using synthetic data generated via AI that mimics real customer behaviors and preferences. During the product design phase, retailers & brands can leverage this synthetic data to simulate customer interactions and feedback. This enables fine-tuning of products through virtual testing and analysis, optimizing for the most successful features and configurations

## Automated Experimentation and Optimization

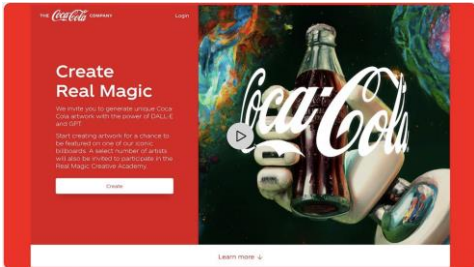
Rapid experimentation is very important for new product launches and optimizing existing ones. Retailers and consumer brands can conduct automated experiments with Generative AI. By generating multiple design alternatives, AI can simulate customer interactions, preferences, and feedback. The data from these simulations can then be used to identify optimal design and features for products and brands.



# From Data to Engagement: Generative AI Use Cases in Marketing



Adobe launched Firefly, a gen AI powered tool which can images and video



Coca Cola's 'Real Magic' campaign for designers to create artwork with DALL E

## AI Generated Marketing Content

Marketers allocate over 25% of their budgets to content marketing. Leveraging generative AI, marketers can efficiently produce various content forms like blogs, infographics, e-books, and videos. AI can help marketers scale content initiatives, cut time-to-market, and reduce marketing expenses.

## AI Generated Video Commercials

As per a Cisco's research, people worldwide watch an average of 100 minutes of video daily. AI Generated Videos empower marketers to match this trend. By analyzing marketing content, customer preferences, and trends, the AI algorithm creates captivating video ads, saving time and resources while producing targeted, creative content swiftly.

## Virtual Analysts for Marketers

According to HubSpot, marketers spend a staggering 13 hours per week for data analysis, often juggling data from 10 distinct software sources. Generative AI offers a solution, furnishing marketers with instant insights and seamlessly automating data analysis across diverse channels.

## Personalization at Scale

Generative AI has the ability to exponentially speed up the process of producing personalized content. By analyzing customer data, behavior, and preferences, the AI can generate tailored offers, product recommendations and messages, creating a more personalized shopping experience for each customer.

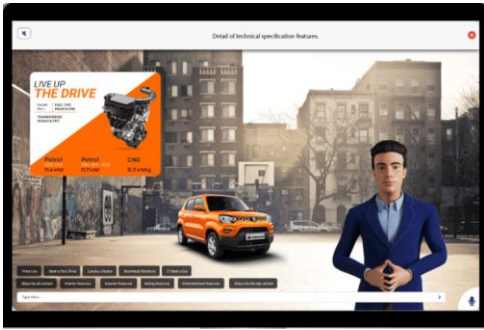
## AI Powered Market Research

Generative AI empowers marketers to automate both quantitative and qualitative market research. It streamlines questionnaire design and survey data analysis, expediting insights. Moreover, qualitative study data, including focus group discussions and in-depth interviews, can be effectively analyzed using LLMs.

## Rapid A/B Testing

Generative AI improves A/B testing by automating the creations of diverse ad variants and content concepts. Marketers gain a rapid array of options to tests, pinpointing the optimal strategies for boosting engagement, conversions, and sales with data-backed precision.

# Enhancing Sales Performance with Generative AI



Virtual sales assistant by Maruti Suzuki to improve customer relationship

## AI generated Sales & Call scripts

In general, the average cold calling success rate is 2%, but the chances of success can be increased by using a personalized cold calling and sales script created with generative AI. Generative AI analyzes existing scripts, customer interactions, and sales goals to create personalized, contextually relevant conversation cues. This helps sales reps and customer service agents have more impactful and personalized conversations with potential customers.

## Virtual assistant for sales

According to the Happiness Index Report of 2022, sales reps spend over 40% of their workday on non-revenue-generating tasks. Generative AI in the form of virtual assistants offers a solution. These AI assistants automate routine tasks like CRM updates, lead qualification, appointment scheduling, and customer follow-ups. This automation helps sales reps to focus on high-value activities like building client relationships and closing deals.

## Automated Sales reports

Sales and business development professionals often grapple with the time-consuming task of manually generating sales reports, resulting in time loss, increased errors, outdated data, inefficient resource allocation, and limited scalability. Generative AI can automate the process of creating sales reports by connecting to source systems, analyzing data, and creating high-quality reports. This can help to save time, improve accuracy, and increase efficiency in sales reporting.

## Competitive Intelligence analysis

Businesses need accurate and up-to-date information about their competitors to stay ahead of the competition. However, traditional methods of gathering competitive intelligence can be time-consuming and inefficient. Generative AI can help overcome this, by analyzing large amounts of data quickly and easily, uncovering hidden patterns and insights that can help businesses make better decisions.

## AI led Sales training & Upskilling

Gartner research indicates that B2B sales reps forget 70% of the information they learn within a week of training, and 87% will forget it within a month. However, generative AI-powered sales training could create individualized coaching materials and help build interactive training simulations to allow them to handle different scenarios. Beyond the training session, a coaching bot can provide extended support to the sales reps on the field in clearing their doubts and even aid them in answering the customer queries on the go.

## Sales Proposal & Quote generation

The manual process of Sales Proposal and quote generation might be time consuming and prone to errors, which may slow down the sales process. The challenge can be overcome using a Generative AI to analyze market trends and create tailored sales proposals and optimized project approach. Also, to generate content, pricing details, and visual elements, ensuring accuracy and consistency, ultimately improving the chances of successful deal closures.

# Optimizing Store Performance with Generative AI



H&M has installed a generative artwork in its London store that evolves in response to customer movement.



Adidas has launched an interactive installation where shoppers could design their own sneakers in real time

## Optimized Store Layouts

Research from the National Retail Federation asserts that poor store layouts cost retailers 1.5% of sales. Generative AI can help design optimal store layouts based on various factors such as customer foot traffic, product placement, and sales data. Generative AI can also work in tandem with 3D visualization tools to provide realistic renderings of proposed store layouts. This allows retailers to visually assess the layout's impact before making any physical change

## Virtual Sales Assistant

Retail stores often struggle with providing continued support to customers effectively. A virtual sales assistant or chatbot, powered by Generative AI, within the store can interact with customers, provide product information, answer questions, and offer personalized recommendations based on customer preferences and past interactions.

## In Store Recommendations

In-store shopping experience needs transformation to match the convenience of online shopping. Generative AI can lead that with analyzing real-time customer behavior and purchase history to generate personalized product recommendations. As customers browse through the store, the AI can suggest complementary products or promotions that align with their preferences, increasing cross-selling opportunities.

## Pricing and Promotion Strategies

Competitive advantage is the primary purpose of any new technology. Generative AI is at the forefront of strategizing for organizations. It can analyze sales data, customer behavior, and market trends to optimize pricing and promotional strategies. The AI can generate pricing models and promotional plans that consider various factors to maximize revenue and profitability while offering competitive prices to customers

## Virtual Try-Ons

Generative AI can enable virtual try-ons for clothing and accessories. By using augmented reality or virtual reality technology, customers can see how products look on themselves without physically trying them on, enhancing the overall shopping experience and reducing the need for physical inventory.

# Streamlining Operations through Generative AI



*Tesco is using Generative AI to understand fraudulent customer behavior.*



*The retail giant is using Generative AI to automate vendor negotiations.*

## Conversational Supply Chain

Lack of real-time visibility into supply chain can cost companies up to 2% of their revenues as per Aberdeen report. Generative AI can power conversational interfaces that provide visibility and facilitate collaboration within the supply chain. These AI-powered applications can streamline communication between suppliers, manufacturers, and retailers, allowing real-time updates on inventory levels, production status, and delivery schedules.

## Automated Supply Chain Reports

Supply chains need to be continuously improved to achieve the most efficient models. Automation of supply chain reports can save time and cost for organizations, and generative AI is the next step in it. It can analyze various data sources, including inventory levels, logistics data, and production metrics. The AI can generate comprehensive reports that provide insights into supply chain performance, potential bottlenecks, and areas for improvement.

## Assortment Planning

Retailers spend an average of 12 weeks on assortment planning in a year. Retailers can cut down the cost and effort involved in assortment planning by employing generative AI by analyzing customer demand, inventory levels, and financial constraints. It can also be used to personalize product assortments by taking into account factors such as customer demographics, shopping habits, and product preferences.

## Supplier Risk

Generative AI can assess and predict supplier risks by analyzing factors such as financial health, delivery performance, and macro economic conditions. It generate risk assessments that help retailers identify potential supplier issues and make informed decisions to mitigate risks in the supply chain. It can also help retailers analyze and generate vendor contracts.

## Fraud Detection

According to a study by National Retail Foundation, retail business lost an average of 1.6% of their sales in 2019. Generative AI tools can mitigate fraud by generating alerts for suspicious activities or transactions, helping retailers proactively detect and prevent fraudulent activities, thereby protecting their revenue and reputation.

# Transforming IT through Generative AI



Mobile UI design created using Midjourney

## Automated Application Development

Tech companies like Microsoft and Amazon are actively advancing code generation tools empowered by Generative AI. These tools can simplify the software development process by orchestrating tasks like code template creation, automating repetitive functions, and aiding in algorithm design. Gen AI coding tools accelerated development timelines, reduce errors, and enhance developer productivity.

## AI-based Documentation

According to a Stack Overflow survey, developers spend close to 20% of their time on tasks like writing code comments, creating documentation, and answering user questions. Generative AI can help developers in software documentation by automating content creation, including code comments, user guides, and API documentation.

## IT Helpdesk Automation

As per Spiceworks, each IT helpdesk ticket costs \$15. Generative AI mitigates expenses by automating IT helpdesk roles. It delivers automated solutions for routine tech concerns, supplies troubleshooting assistance, and elevates intricate issues to human agents. This enhances overall IT support efficiency while reducing costs significantly

## Synthetic Data Generation

The average cost of collecting and labeling data for AI training is \$10 per data point. Generative AI can create synthetic data that mimics real data distributions and characteristics. This synthetic data can be used for testing, training machine learning models, and ensuring data privacy compliance and reducing training costs.

## AI-Generated UI/UX Design

Generative AI can assist in generating user interface (UI) and user experience (UX) design elements. By analyzing user behavior and design trends, the AI can propose layouts, color schemes, and interactive components that optimize the user experience, reduce design costs and timelines.

## Automated Reports & Insights

Approximately half of data professionals' time is consumed by ad hoc requests, while business users await essential data 20% of the time. Generative AI-driven Data & Insight bots can extract data from diverse sources, reducing user wait periods and allowing data experts refocus on strategic initiatives.

# Empowering Finance & Legal with Generative AI



The launch of Bloomberg GPT - A Generative AI model trained on financial data.

## Contract Analysis and Generation

A study by University of Chicago found that manually analyzing a contract can take 10 hours on an average. Generative AI has the potential to significantly reduce that. It can streamline the contract analysis process by automatically reviewing and extracting key information from legal contracts. It can also generate standard contract templates based on predefined criteria, saving time for legal teams and ensuring consistency in contract creation.

## Automated Compliance

Big Four firms are leaning on Generative AI help corporate tax departments prepare for new requirements to disclose their tax obligations by country. Generative AI can assist with automated compliance checks by analyzing relevant regulations and policies. The AI can monitor transactions, contracts, and other financial activities to ensure compliance with legal requirements, reducing the risk of non-compliance for the retail business.

## Automated Workflows

Generative AI can automate diverse financial workflows, including accounts receivable (AR) collection. Through analysis of payment records, customer patterns, and pertinent data, AI predicts receivables and crafts email follow-ups, enhancing efficiency in the AR process.

## Financial Reporting

Generative AI streamlines financial reporting by analyzing data and producing natural language summaries. Leveraging language generation tools, businesses can adhere to reporting standards, ensure timeliness, mitigate human errors, and enhance productivity.

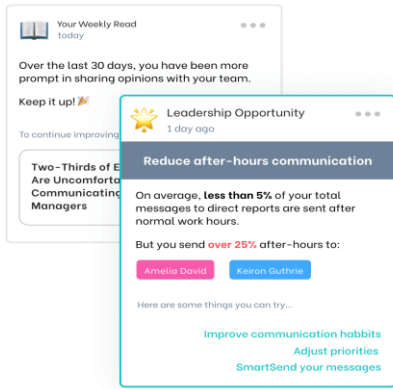
## Investment Research

Financial stalwarts like J.P. Morgan and Goldman Sachs are developing Generative AI services that give investment advice. Conversing in natural language, Generative AI can assist with investment research by analyzing earnings call transcripts, financial statements, and market data. The AI solutions can generate in-depth reports summarizing key insights and trends, providing valuable information for investors and financial analysts.

## Financial Planning & Analysis

Generative AI transforms Financial Planning & Analysis with rapid data processing, accurate revenue forecasts, and automated reporting. This empowers strategic decision-making, enhances budget accuracy, and accelerates agile financial strategies for enterprises.

# Streamlining HR Operations: Generative AI Use Cases



Cultivate AI syncs to workplace collaboration tools (like email and chat). It then provides personalized leadership insights, coaching and culture analytics



Sense, a talent management platform has integrated Generative AI to automate recruitment workflows

## Recruitment Workflow Automation

Generative AI can automate various stages of the recruitment process, such as resume screening, candidate sourcing, and interview scheduling. AI solutions can match candidates to suitable roles, saving time and effort for HR teams and ensuring a more efficient hiring process.

## Virtual Assistant for Employees

AI chatbots can increase employee satisfaction by up to 20%, according to McKinsey. They are used to assist employees with common HR-related inquiries like benefits enrollment, time-off requests, and policy information. They can provide quick and accurate responses.

## Employee Training and Upskilling

Employee training requires interactive learning materials, simulations, and personalized training modules. Generative AI can produce these in much less time. AI powered solutions can analyze employees' skills and knowledge gaps to deliver targeted training content.

## Employee Training and Upskilling

Generative AI facilitates rapid creation of test and interview questionnaires from job descriptions and resumes. It dynamically generates interview questions based on candidate responses. It can also evaluate candidate performance and share recommendations.

## Employee Sentiment Analysis

Generative AI to analyze employee feedback, surveys, and sentiment from various sources to gauge overall employee satisfaction and sentiment within the organization. By understanding employee sentiments, HR teams can identify areas for improvement, address concerns, and enhance the overall employee experience.

## Performance Evaluations

Generative AI can assist in evaluating employee performance by analyzing relevant data, such as sales figures, customer feedback, and productivity metrics. The AI can generate performance reports and insights, providing a more objective and data-driven approach to employee evaluations.

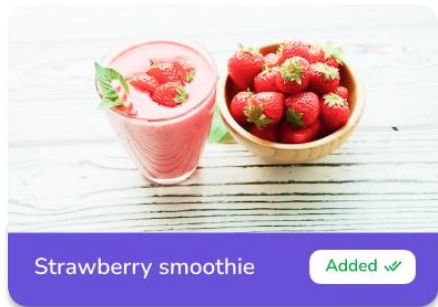
# Generative AI Real world Case Studies



# Generative AI Case Studies: Customer Experience



"Your estrogen is on the rise, you will feel high in energy today. I added this SMOOTHIE in your diet plan."



Personalized recommendations from SocialBoat's Sakhi

## Nous helps clients save costs using Gen AI Assistant

U.K.-based cost-of-living startup Nous.co has launched an OpenAI-powered assistant (combined with its own proprietary systems) to help its users understand and manage their household bills. Users will be able to upload bills or connect their email inbox to have bills forwarded to the assistant automatically. It then categorizes and summarizes the bills, alerting customers to details and potential savings.

## Unilever launches Agent Co-Pilot

Leveraging the GPT API, Alex enhances Unilever's Consumer Engagement Center by filtering and categorizing emails, differentiating spam from genuine consumer inquiries. It can generate email responses, understand customer queries and analyze sentiment from their voice. It liberates agents from laborious tasks like updating records on Salesforce CRM. Alex has reduced response drafting time at Unilever contact centers by over 90%, enhancing customer experience and agent productivity

## Myntra launches Virtual Assistants for customers

Myntra, Walmart owned fashion ecommerce retailer, recently launched MyFashionGPT, an AI-powered fashion assistant that allows users to search for outfits based on natural language queries. The AI Chatbot is powered by OpenAI's ChatGPT 3.5 language model and can understand a wide range of queries, including outfit ideas for specific events, occasions, or travel destinations.

## 'Sakhi', Social Boat's chatbot for menstrual health

SocialBoat, an Indian Startup has developed an AI chatbot named Sakhi, which the founders describe as the first generative AI for women's health. Sakhi is designed to provide immediate answers to queries concerning menstrual health and is accessible in 20 Indian languages.

When users sign up on SocialBoat, they are prompted to answer several questions regarding their body weight, height, period information (such as cycle date and duration), presence of PCOS symptoms, and workout habits. With this information, the chatbot delivers personalized answers tailored to the individual user's lifestyle

## Plum insurance educates customers with 'PolicyGPT'

Plum, an insurtech company, has launched an AI Chatbot powered by GPT called PolicyGPT. The bot provides customers with educational information about their policies through natural language chat. PolicyGPT will soon have features such as voice recognition, policy advising, translation of text into regional languages, generating insights by analyzing large volumes of data, and identifying patterns, trends, and anomalies.

# Generative AI Case Studies: Marketing



AI generated advertisement for Baskin Robbins

## Coca Cola creates 'Real Magic' with Generative AI

Coca Cola launched a platform called 'Create Real Magic' to escalate its marketing campaign. It combines the capabilities of GPT-4, which produces human-like text from search engine queries, and DALL-E, which generates images based on text. The platform allows artists to co-create with AI technology, democratizing brand iconography and advertising assets.

Digital artists worldwide can access branded elements from Coca-Cola's archives, such as the iconic contour bottle and the Spencerian script logo, as a canvas for AI-powered experimentation and creative iteration. Artists can use this platform to create original artwork using AI-generated text and images.

## Tapestry uses Generative AI ecommerce personalization

Tapestry, the parent company of brands like Kate Spade and Coach, is leveraging generative AI technology to automate online personalization for its consumers. The AI system generates personalized words and phrases in real-time based on anonymized web session data and first-party customer information.

This personalized messaging is applied across various touch-points, including cart and checkout pages, landing pages, website banners, buttons, and emails.

## Eboost creates Digital Twins of Customers using Gen AI

Eboost is using generative AI to create digital twins of its target consumers. These digital twins are virtual replicas that mimic the behavior, preferences, and purchase habits of real customers. Eboost employees can have conversational chats with these digital twins to gather insights on their preferences and feedback.

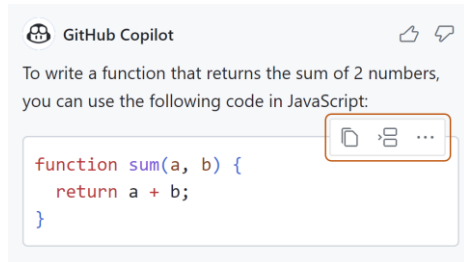
The data and insights gathered helps Eboost refine its marketing personalization capabilities and develop new products that better cater to its customers' needs and preferences.

## Baskin Robbins reimagines advertising with Generative AI

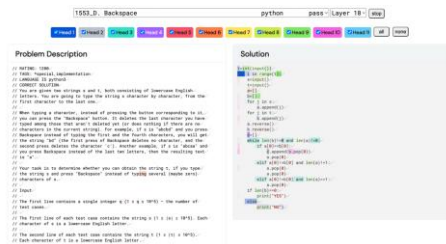
Baskin Robbins, recently launched its 'Flavors of the Future' campaign. They launched new flavors like Unicorn Sundae, Mermaid Sundae and Caramel Milk Cake. The campaign images were created using Generative AI to get a futuristic look and to test the capabilities of the new technology.

The images were created using Midjourney version 4 by AI artist Tapan Also. they featured fantastical and delicious-looking ice cream flavors. The campaign was a hit with consumers, and it helped to generate a lot of buzz for Baskin Robbins.

# Generative AI Case Studies: IT & Analytics



GitHub Copilot helps developers with suggestions on coding



AlphaCode from DeepMind generate code based on text prompts

## Microsoft taps generative AI to generate synthetic data

Microsoft is using generative AI to create training data for its Azure Machine Learning service. It has allowed Microsoft to create training datasets that are much larger than they would be able to create manually. With more data to learn from, the models are more accurate and better performing.

For example, when a machine learning engineer needs to create training data for a new model, they can simply ask the generative AI system to generate images for them. The system will then generate a dataset that is tailored to the specific needs of the model.

## Duolingo improves developer productivity using Generative AI

Duolingo, a prominent language-learning app, has harnessed the power of generative AI by using GitHub Copilot. This AI tool assists developers in writing and delivering code swiftly while enhancing test coverage.

The Copilot also helped developers to focus on intricate tasks and expedite their workflow. The tool's benefits include: a 25% increase in developer speed for those new to specific repositories and a remarkable 67% reduction in median code review turnaround time.

## Redfin employs Generative AI for Code Migration

Redfin, a Seattle based real estate firm has identified a couple of use cases to improve developer productivity. It employs a couple of Large Language Models (LLMs) as well as ChatGPT to assist developers with internal tasks. Some interesting applications of generative AI in Redfin include code migration, creating functions for data type conversions and tech documentation.

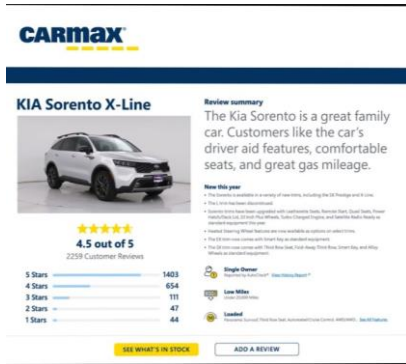
## Atlassian augments IT Helpdesk Agents

Atlassian, the leading project management software firm is using generative AI to automate helpdesk tasks. It is using a GPT based tool to analyze and categorize tickets based on the enquiry type and priority. The solution also generates automatic email responses to customers thus freeing IT helpdesk agents to focus on more complex issues.

## CPW embraces Data Bot for Insights

Cereal Partners Worldwide, the joint venture of Nestle and General Mills an AI assistant using OpenAI's GPT-4 language model for business intelligence discovery. It helps employees ask intuitive questions and receive easy-to-read answers, breaking down adoption barriers for business intelligence tools.

# Generative AI Case Studies: Product & Business Pivots



AI Generated Summaries for CarMax



Gen AI Powered Glasses from Lucyd

## CarMax partners with Azure OpenAI to elevate its product

CarMax leveraged Microsoft Azure OpenAI Service to utilize generative AI and streamline the creation of text summaries for its car research pages. The AI-generated content, with appropriate keywords, enhances CarMax's search engine rankings. This drives more traffic to the website, improving the overall online visibility and customer engagement.

CarMax was able to summarize customer reviews across 5000 pages and generate new car research content within months. The AI application is now used across 60+ product teams.

## Innovative Eyewear launches GPT eyewear line

Innovative Eyewear, a company which develops eyeglasses under the Lucyd, Nautica and Eddie Bauer banners has revolutionized eyewear with a voice-activated ChatGPT eyewear line. Powered by the Lucyd app, consumers can ask questions to ChatGPT (using Siri or Google Voice) by using microphones built into the glasses, with responses coming back through stereo speakers. The app is able to integrate with various listening devices, including AirPods.

## Mercedes-Benz installs ChatGPT AI in 900k cars

Mercedes-Benz is improving user experience by adding Generative AI voice assistance. Currently in its beta phase, the feature has been added to 900,000 cars to test its acceptance amongst the customer base. The technology works by using a large language model to create a more natural dialogue than legacy voice assistants would typically be capable of.

## Hyundai is driving mobility innovation with Generative AI

Hyundai is using Generative AI in the development of its Ultimate Mobility Vehicle (UMV) called "Project Elevate." Generative design enabled Hyundai to tackle complex problems and explore numerous design iterations quickly. It allowed the designers and engineers to experiment digitally, iterate rapidly, and come up with lightweight, strong, and robust leg designs that can handle the torque of the electric motors used in Elevate.

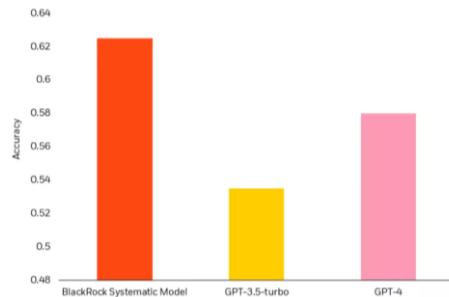
## Khan Academy launches Khanmigo powered by GPT

Khan Academy recently integrated power Khanmigo, an AI-powered assistant that functions as both a virtual tutor for students and a classroom assistant for teachers. The nonprofit began testing OpenAI's GPT language model in 2022. It will launch the Khanmigo pilot program available to a limited number of participants, though the public is invited to join the waitlist.

# Generative AI Case Studies: Finance

## IndexGPT

*IndexGPT, an AI-powered financial service introduced by JP Morgan Chase*



*The BlackRock Systematic earnings call model has been fine-tuned to predict post-earnings market reactions with a high level of accuracy*

### Bloomberg trains Generative AI with financial models

Bloomberg has developed an LLM model trained on financial data, called BloombergGPT. It will be integrated into the firm's terminal software. The tool is fluent in financial and business matters. BloombergGPT will help the company as well as its clients with multiple applications like addressing the 'data deluge' of news stories.

Focused on the financial domain, the model is expected to deliver much higher performance out-of-the-box than custom models for each application, at a faster time-to-market.

### BlackRock advances to LLM for investment insights

Blackrock is replacing conventional NLP approach for text analysis with transformer-based LLMs (like GPT). Today it is working on a diverse set of applications using Generative AI. Some of the use cases include earnings call reports analysis, identifying investment signals, detecting market risks, portfolio tracking & qualifying investment opportunities.

### J.P. Morgan developing 'IndexGPT' to give investment advice

JPMorgan is entering the generative AI race to provide investment recommendations and guidance to its customers. It is developing a software service called IndexGPT, which uses generative AI based on GPT Models.

This technology will help customers in selecting financial securities, and could potentially offer personalized investment strategies based on customer preferences, risk tolerance, and financial goals.

### KPMG embraces Generative AI for business transformation

KPMG is leveraging generative AI, including OpenAI's ChatGPT, to assist its tax professionals in preparing for new requirements related to disclosing tax obligations by country. The firm has integrated ChatGPT to provide support in gathering tax data, guiding analysis, and drafting reports on taxes owed globally.

# Generative AI Case Studies from Tenzai

# Tenzai Gen AI Success Stories

#	Use case	Client	Description
1	Co-Pilots for customer success teams	A leading marketing software provider	Customer success teams spent a significant amount of time searching for customer data and product information. Tenzai developed CX Co-pilots for customer success to help them access real-time customer insights from CRMs and product information from knowledge portals.
2	Virtual Assistants for Sales	A chemical manufacturer	High sales attrition resulted in long onboarding timelines for sales teams. We developed a virtual assistant for the sales team, which helps them navigate the product portfolio, sales guidelines, and protocols
3	Virtual Assistants for Employees	A leading consumer durable manufacturer	The HR team was spending considerable time responding to ad hoc queries, and delays in response were impacting employee experience. Tenzai developed a virtual assistant powered by GPT to help employees query and gain insights about employee policies, guidelines, and benefits.
4	Automated Insights using LLM	A leading tech firm	Clients faced challenges in interpreting key insights from the analytics dashboard. Tenzai developed an automated insights feature that automatically analyzes the dashboard data and presents key insights in natural language.
5	Document Q & A solution for Engineering teams	A leading equipment manufacturer	Engineering teams were spending a significant amount of time searching for information across 20,000 technical documents. Tenzai developed an enterprise-grade document Q & A solution to provide them with instant data and insights from documents.
6	AI Generated Podcast	A leading food manufacturer	The client sought interesting channels to enhance supplier engagement. Tenzai developed a Gen AI application that automates the entire process of podcast generation, including content curation, script generation, and text-to-speech conversion.
7	AI Avatar of CXOs for stakeholder communication	A leading consumer goods manufacturer	The client was looking for novel approaches to stakeholder communications. Tenzai developed AI avatars of CXOs using 15-minute training videos and employed GPT to create video scripts
8	Workflow Automation for Investment Research	A leading asset management firm	Identifying and qualifying investment opportunities was consuming a lot of time for research analysts. Tenzai developed an LLM solution that automatically sifts through research reports and financial documents, categorizing investment opportunities based on investment philosophy.
9	Virtual Data Analysts for Business Users	A leading agricultural supply chain firm	Business users spent 20% of their time waiting for data and insights. Tenzai developed a Gen AI application to help business users query SQL databases and enterprise applications in natural language.

# A 9 Step Guide to Implementing Generative AI in Your Organization



Generative AI is an emerging technology that has the potential to revolutionize many industries. However, implementing generative AI successfully requires careful planning and execution. We outline essential steps involved for implementing generative AI within your organization.

**Understand the Potential & Limitations:** Thoroughly research generative AI, including its potential and limitations. Familiarize yourself with the technology behind it and the ethical considerations involved.

**Evaluate Your AI Readiness:** Assess your organization's AI readiness across dimensions like vision, data, technology, adoption, people & governance. This evaluation will help you identify areas for improvement and avoid surprises.

**Identify a Core Team & SPOC:** Form a dedicated team of business and technologists to drive generative AI initiatives within your organization. Having a SPOC streamlines decision-making, communication, and maximizing the potential of AI within your organizations.

**Identify the Right Use Cases:** It is essential to identify use cases that align with your organization's needs and prioritize them based on complexity and potential business impact. Some of the most common use cases we often encounter include are VAs for customers/employees, Q & A Bots, Automation use cases, Personalized content, Tech documentation & Synthetic data generation.

**Finalize the Tech Stack:** The generative AI tech stack is evolving rapidly. Choose a stack that is scalable, has a low learning curve, is deployment-friendly, & supports open-source components. Choosing the right LLM depends on factors such as use case, budget, & privacy concerns. For cloud services, enterprises have options like Azure Open AI, Google Vertex AI, and Amazon Bedrock to choose from.

**Start with Pilots / MVPs:** Begin with small, iterative pilots or MVPs. Continuously track performance, business impact, & collate end-user feedback. Document and share your learnings.

**Scaling to Production:** Transitioning from MVPs to production-grade generative AI applications requires careful planning. Evaluate data sources, integration points, and architectural details alongside the costs of APIs/tokens. Prioritize security measures including encryption, access controls, and data privacy safeguards

**Responsible AI Practices:** Foster responsible AI practices across your organization. Educate developers and end users about ethical considerations. Conduct regular audits of your generative AI applications.

**Be Agile to Business & Technological Changes:** With the rapid evolution of generative AI, staying agile is key. Adapt to technological advancements and changing business requirements swiftly.



## About the Authors



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Co-founder & CEO



An innovator and a passionate AI technologist, Senthil has successfully conceptualized and launched award winning AI products. His domain expertise lies in Retail, CPG, Technology, Financial Services and Manufacturing. His core research areas of interest are NLG, NLQA, Augmented Analytics and Conversational AI. He has launched several award-winning AI and ML products in North America and APAC markets. Having his products featured by several analyst reports like Gartner and Forrester, he has hands-on experience in building large scale AI and Cognitive Computing practices for global markets. Managing AI deployments cutting across multiple countries has added another feather in his cap.

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Tejas Gowda  
Co-founder & Chief  
Data Scientist



A data science leader with deep proficiency in AutoML, NLP and Computer Vision, Tejas is skilled in providing AI solutions to Fortune 1000 companies across verticals. His domain expertise includes Retail, CPG, Telecommunications, Education, Financial Services and Manufacturing. Tejas has consulted many Fortune 500 clients in areas of AI and Data Science. He mentors faculty and research fellows in AI, Machine Learning and Deep Learning in leading universities. With hands-on experience in architecting complex, large scale AI executions across globe, Tejas was a pioneer in launching AutoML and NLG products in India.

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# About Tenzai

Tenzai is a Purpose-Driven AI company founded by data science leaders with the vision to empower organizations to realize the true potential of AI. By focusing on the true purpose, we go beyond the hype and democratize AI through solutions that are accessible, scalable and responsible.

Our unique approach to solution and services empowers fortune 1000 organizations to solve complex business challenges across key verticals -Retail, Consumer Product Goods, Financial Services and Healthcare through AI and Data Science.

Aside from delivering game-changing solutions to organizations, we collaborate with global universities and research institutions to bring to life new products and concepts in exponential technologies. Recently, we have been recognized as one of the 'Top 10 Big Data Analytics companies to watch out for globally'.

To know more about Tenzai and our Purpose-Driven AI differentiator, please visit [www.tenz.ai](http://www.tenz.ai)

