



## And The Future Of Consumer Goods



## Keeping up with the IT Crowd

"AI allows for an integrated supply chain that starts from customer decisions and goes all the way to operational, strategy and tactical decisions... [and] could mean lower operational costs, lower lost sales and better planning"

### AI Adoption By Retail Sector

**Oliver Williams**  
Assistant President of Analytics and Strategic Systems at IBM Watson



## The Future of Customer Service

### Chatbots & Virtual Assistants

**Walmart's AI-based "Intelligent Retail Lab"** has the information processing capability equivalent to downloading 27,000 hours of music per second

**KOHLER** **Konnect**  
Lets you control your kitchen and bath fixtures with Alexa, Siri or Google Assistant

**Brown-Forman** **Whiskey Whisperer** recommends products, provides cocktail recipes, and teaches consumers about whiskey

**H&M** **Style & link** a favorite item and their automated system will build an outfit around it

## Cameras And Robotics

**amazon go**  
"No checkout" system uses cameras and sensors to identify purchased items to charge to Amazon account

**Target**  
Uses a bot with a stereoscopic camera to roam store aisles and restrooms

**Walmart**  
Partnering with startup **Boole** to bring customer service bots to 50 free locations

**Coty** uses virtual reality to bring fragrances to life — pairing scented and textured stones with 3D visuals and sound

### Personalized Recommendations

**rare & carat**  
AI algorithms sorts options across various diamond attributes, sizes and allows customers to compare clarity, size, and price

**macy's**  
IBM Watson-powered **Go Call** bot can provide suggestions, directions, and even alert employees to angry customers by detecting tone

**NESSIE**  
Pricing algorithm using AI and genetic testing to design new health foods, targeting customer's needs

76% of consumers prefer brands that use their personal data to improve their shopping experience

## Why Use AI?

### Predictive

At McDonald's, outdoor drive-thru menus will vary based on:

- Time of the day
- Weather
- Current restaurant traffic
- Trending menu items

"The analytics they will have access to, combined with the ability to change ordering patterns accordingly, will be huge"

**David Bourque**  
Vice President at the New England Consulting Group

### Efficient

"Smart shelf" sensors use the Kroger app to:

- Identify individual customers
- Provide personal pricing information
- Suggest products the user might have an interest in

"Even the slightest impact can have, basically, a big impact on the bottom line."

**Robert Taylor**  
Vice President at the New England Consulting Group

### Experience

New intelligence technology is **improving customer experience** by:

- Personalizing ingredients based on individual genetics
- Using real-time feedback with a questionnaire to determine fit
- Accessing database of collected data to fine-tune results

"Our consumers are expecting experiences that really merge beauty and technology"

**Michael Smith**  
Chief Marketing Officer at the New England Consulting Group

### Enterprise

95% of supply chain vendors will rely on AI learning

Machine learning will improve day-to-day operations by:

- Forecasting error rates
- Structuring planning for productivity
- Reducing cost by tracking shipment timing

"We have more come of age. Behaviors can now be predicted once sufficient data has been collected, to then consistently predict and suggest responses and next steps, articulated to deliver rewards to those who understand AI and who recognize the role that it can play in today's modern organization"

**Steven Berman**  
President at the New England Consulting Group

## Are you making the most of your data?

**N noodle.ai**

**INTELLIGENCE**