Winning with AI in Consumer Goods Industry

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Senior Industry Advisor – Consumer Goods

In this session we will...

First...

Trends and insights
in the era of AI

...then

Best practices and examples
across the Consumer Goods
value chain

...last

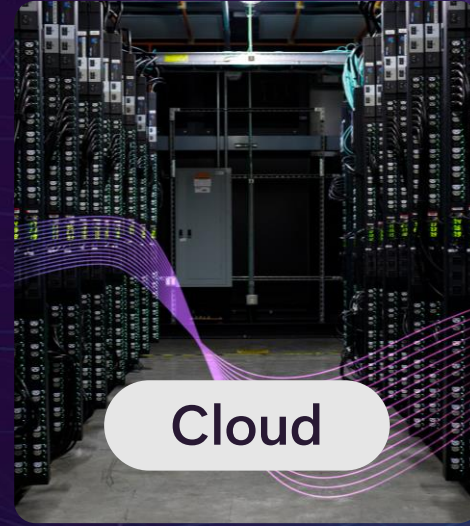Key drivers and learnings to
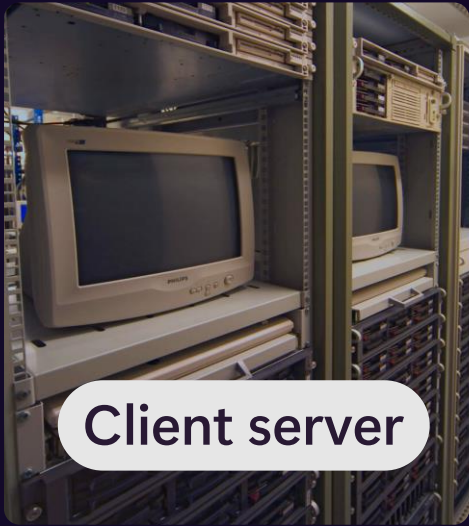unlock the potential of AI

Mission

Empower every person and every organization on the planet to achieve more
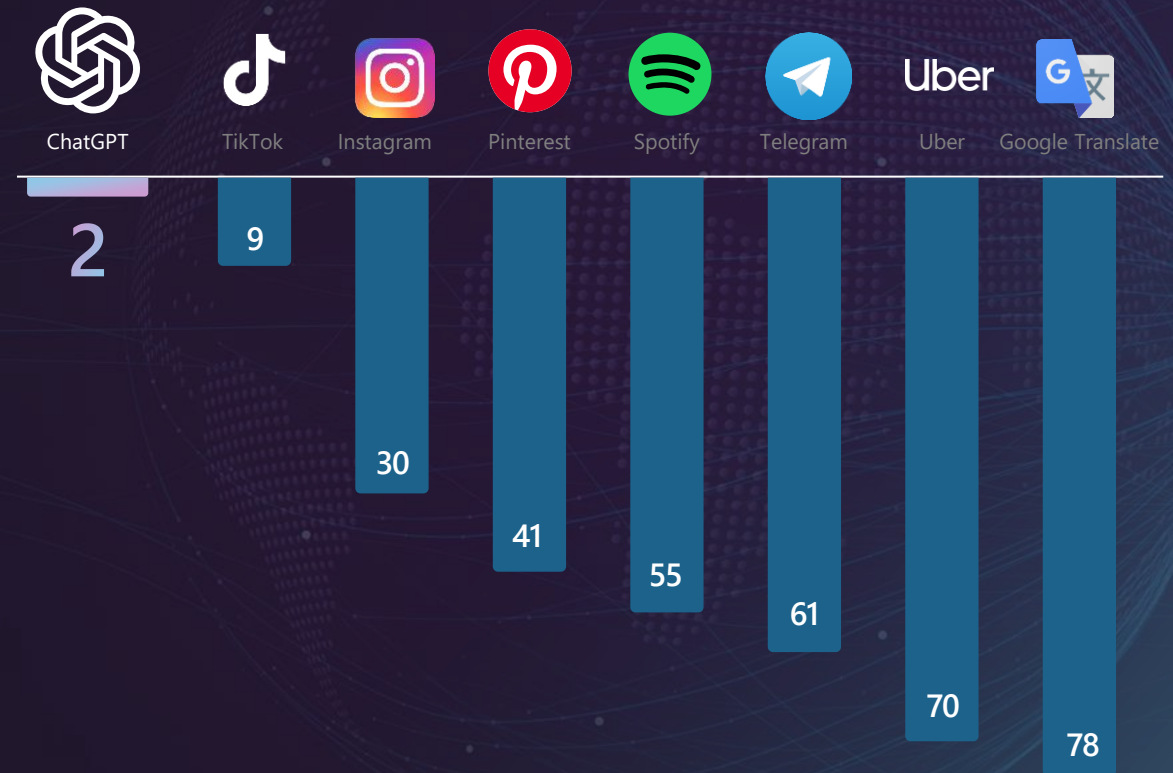
Platform shifts

Client server

Internet

Mobile

Cloud

AI

January 7ᵗʰ , 2007

January 7th , 2007

We are experiencing unprecedent speed of AI adoption

2 months to reach 100 million users

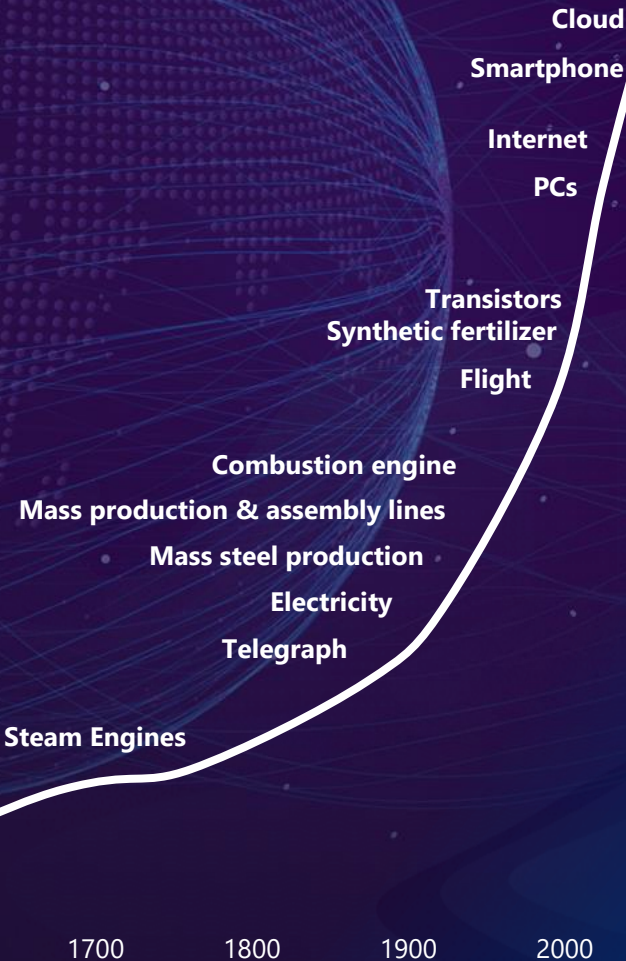| ChatGPT	TikTok	Instagram	Pinterest	Spotify	Telegram	Uber	Google Translate
2	9	30	41	55	61	70	78

Source: UBS / Yahoo Finance

How did we get there and where are we going?

Single purpose tool
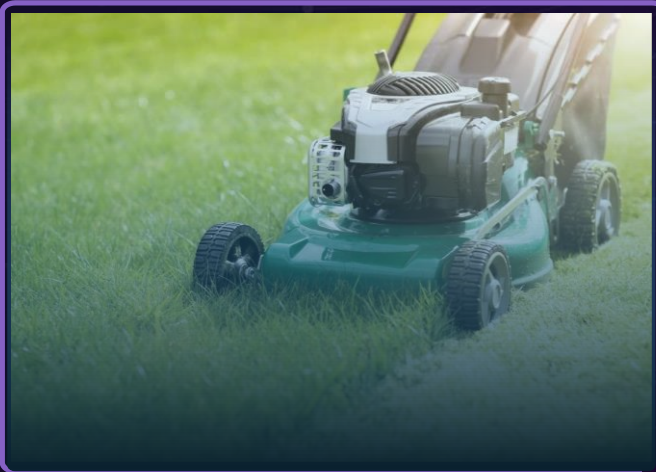
General purpose technology

Cloud

Smartphone

Internet

PCs

Transistors
Synthetic fertilizer

Flight

Combustion engine
Mass production & assembly lines
Mass steel production
Electricity
Telegraph

Steam Engines

Printing press

| 1200 | 1300 | 1400 | 1500 | 1600 | 1700 | 1800 | 1900 | 2000 |

What is Agentic AI?

What is Generative AI?

Agentic AI

type of AI that can think, plan and act on its own to achieve goals autonomously, with little to no human interaction

Generative AI

type of AI that can generate new content (such as text, images or videos) based on patterns that it has learned from existing data. Instead of analyzing information, it generates often something new

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Key drivers and learnings to
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Consumer goods organizations are encountering several changes, challenges and opportunities

Supply Chain Disruption

Geopolitical headwinds, **operational challenges**

Consumers Expectations

Driving **demand volatility**

Sustainability

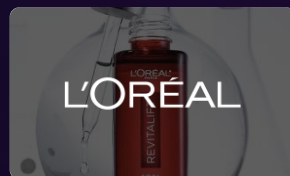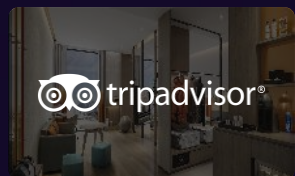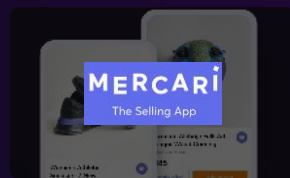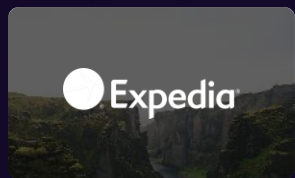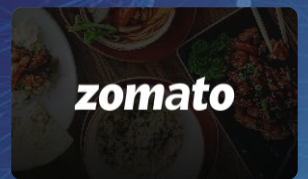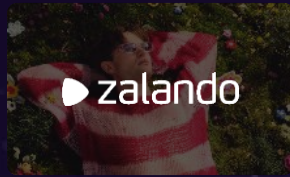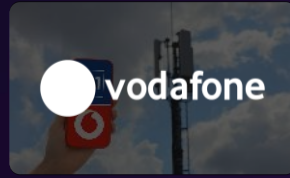Pressure to reduce & report on **environmental impact**

Technology Transformation

Powered by **data & AI, and new ways to collaborate**

(Gen)AI: Hype or reality?

100+ customer stories in 1 Year

Economic value of Generative AI

$2.6 T - $4.4 T

$400 B - $660 B
Retail and Consumer Goods

CGT CONSUMER GOODS TECHNOLOGY

How Unilever is transforming ice cream with AI

GPT AI News

Nestle and General Mills' CPW join AB InBev in adopting GPT-4 BI assistant

CGT CONSUMER GOODS TECHNOLOGY

Coca-Cola signs as early partner for OpenAI's ChatGPT, DALL-E generative AI

TechTarget

How to use ChatGPT for customer service

EBOOST

Thomas Ortiz, CMO of Eboost, shares how they're using digital twins and generative AI to connect with consumers
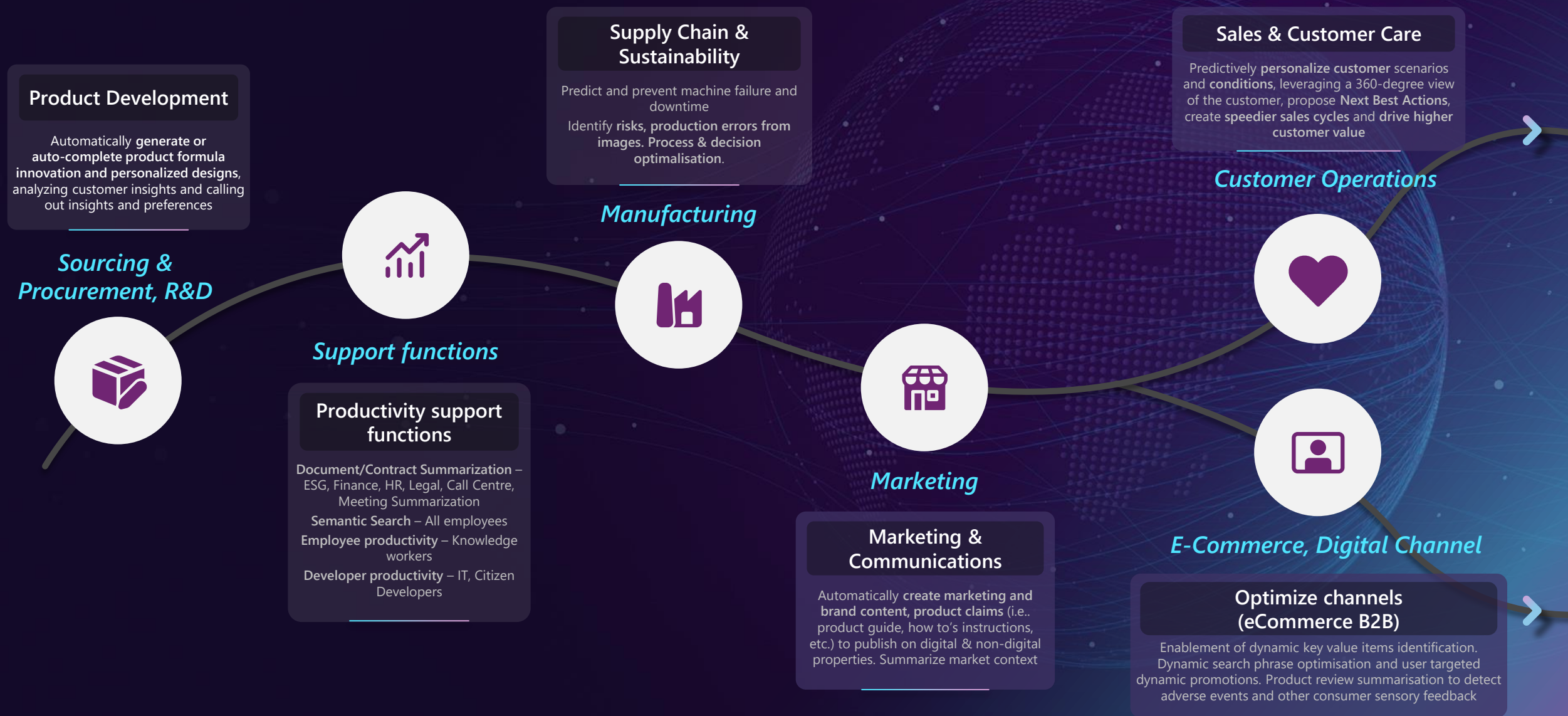
Just Food

Leading consumer goods companies in the AI theme

CIO

P&G turns to AI to create digital manufacturing of the future

High impact (Generative) AI along the Consumer Goods value chain

Product Development

Automatically **generate or auto-complete product formula innovation and personalized designs**, analyzing customer insights and calling out insights and preferences

Supply Chain & Sustainability

Predict and prevent machine failure and downtime
Identify **risks, production errors from images. Process & decision optimalisation.**

Sales & Customer Care

Predictively **personalize customer** scenarios and **conditions**, leveraging a 360-degree view of the customer, propose **Next Best Actions**, create **speedier sales cycles** and **drive higher customer value**

Sourcing & Procurement, R&D

Support functions

Manufacturing

Customer Operations

Productivity support functions

Document/Contract Summarization – ESG, Finance, HR, Legal, Call Centre, Meeting Summarization
Semantic Search – All employees
Employee productivity – Knowledge workers
Developer productivity – IT, Citizen Developers

Marketing

E-Commerce, Digital Channel

Marketing & Communications

Automatically **create marketing and brand content, product claims** (i.e.. product guide, how to's instructions, etc.) to publish on digital & non-digital properties. Summarize market context

Optimize channels (eCommerce B2B)

Enablement of dynamic key value items identification. Dynamic search phrase optimisation and user targeted dynamic promotions. Product review summarisation to detect adverse events and other consumer sensory feedback

Copilot for every business function, on every desk

Supply Chain
Predict disruptions

Operations
Create product descriptions

Sales
Recap sales meetings

Craft customer emails

Marketing
Generate content ideas

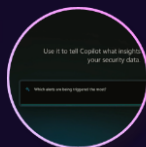Create audience segments

Simplify customer insights

Service
Create customer responses

Enhance self-service bots

70% more productive

Complete tasks 37% quicker

Security Operations: Respond to threats in minutes, not hours

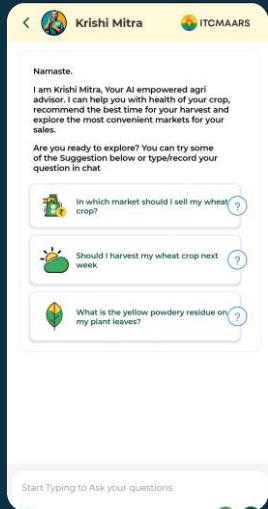Streamline the Sales & Marketing process of checking and answering emails

Resolve 14% more customer issues per hour

Gen AI examples in Consumer Goods

ITC, a multi-industry enterprise, empowers farmers with fast, hyper-localized answers

AI Copilot
for Farmers

The world's first beer **recipe** and **full marketing campaign made with AI,** called Beck's Autonomous

AI crafted beer
& Ads

Coca-Cola is embedding AI and Gen AI at the core of its marketing strategy & product innovation pipeline
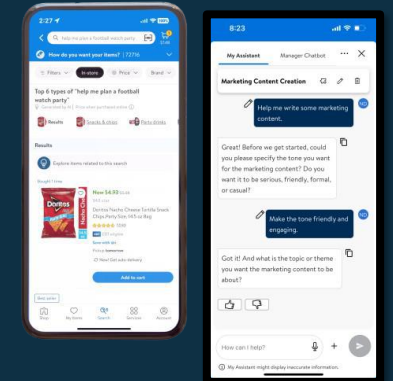
Coca Cola unveils new
AI-Created flavor

Kraft Heinz Building KraftGPT Generative AI Assistant As It Moves Toward 'Self-Driving' Supply Chain

KraftGPT
GenAI assistant

Walmart unveils new GenAI powered capabilities for shoppers and associates.
50,000 non-store Associates are empowered with expertise at their fingertips

Intelligent assistant:
"My Assistant"

(Generative) AI has challenges...

Forbes

INNOVATION

How Not To Destroy Your Brand With GenAI

By Ryan Peterson, Forbes Councils Member.
for Forbes Technology Council. COUNCIL POST | Membership (fee-based)
Apr 21, 2025, 08:30am EDT

Ryan Peterson is Executive Vice President and Chief Product Offic...

In an era of heightened adoption of both GenAI and agentic AI, co...
demonstrably excited about the value that these new technologies...
of them consider the potential problems that arise from implemen...
without proper guardrails in place. Far too few companies are mak...
look at critical factors, such as knowledge base accuracy, data sec...
and brand consistency.

These lapses can lead to missed opportunities for growth and expa...
vulnerabilities that compromise the company's services, security a...
risk harming their brand and their business by working haphazard...
these new tools.

New technology is thrilling—but destroying your brand is not.
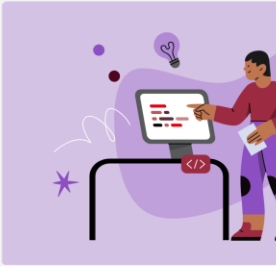
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2 MIN READ

THE IMPACT OF DATA BREACHES ON CONSUMER TRUST AND BRAND REPUTATION

Data Breach Information

ISO | Standards | Sectors | About ISO | Insights & news | Taking part | Store | Search

AI management s...
businesses need...

From the development of self-dri...
tools like ChatGPT and Google B...
cornerstone of our everyday lives...
assistants that respond to voice...
user input. These are just one ex...
integrated into everyday devices...
of interacting with humans in a w...

But it goes way beyond that. AI's...
how businesses operate. Advanc...
learning, in particular, are creati...

Innovating in line with the European Union's AI Act

Jan 15, 2025 | Natasha Crampton - Chief Responsible AI Officer

As our Microsoft AI Tour reached Brussels, Paris, and Berlin toward the end of last year, we met with Eu...
organizations that were energized by the possibilities of our latest AI technologies and engaged in...
deployment projects. They were also alert to the fact that 2025 is the year that key obligations under th...
European Union's AI Act come into effect, opening a new chapter in digital regulation as the world's fir...
comprehensive AI law becomes a reality.

Microsoft announces new European digital commitments

Apr 30, 2025 | Brad Smith - Vice Chair & President

Includes datacenter operations in 16 countries and Digital Resilience Commitment.

Forty-two years ago, Microsoft released the very first version of Microsoft Word. It was a major milestone in
the company's journey to enhance people's productivity through innovation. It also marked the young and
growing company's first big step in Europe with the first Microsoft product localized in multiple European
languages, starting with German and French.

Since then, our economic reliance on Europe has always run deep. We recognize that our business is critically
dependent on sustaining the trust of customers, countries, and governments across Europe. We respect
European values, comply with European laws, and actively defend Europe's cybersecurity. Our support for

Responsible AI at Microsoft

.. to ensure that AI systems are developed and deployed in a way that is safe, trustworthy, and aligned with ethical values.

Principles

Fairness • Privacy & security • Transparency
Reliability & safety • Inclusiveness • Accountability

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First...
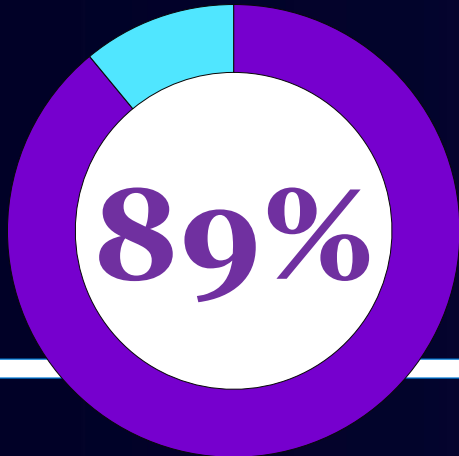
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Key drivers and learnings to
unlock the potential of AI

Many organisations struggle to scale tech and AI efforts

89%

have a digital and AI transformation underway

30%

of expected revenue increase delivered

25%

of expected cost reduction delivered

Is it worth the investments and efforts?

Will it provide competitive differentiation or is this just table stakes?

Will we be financially rewarded?

... and if so, what exactly should we do?

> " Every organization will need to have what I describe as **tech intensity** ... every organization will need to be a **fast adopter of digital technology** ... every organization will need to **build their own proprietary digital capability.**"
>
> **– Satya Nadella,** CEO, Microsoft

Tech intensity **=** (Tech adoption **x** Tech capability) ^Trust

The Power of the Prompt: Get Answers to Your Most Pressing Questions....

What are the bottlenecks in our current checkout process?

What kinds of disruptions will occur this week with deliveries?

Will my staffing plans meet current demand this Thursday?

Do we have a realistic and robust plan to meet our carbon footprint objective for store XYZ?

How can we reduce energy consumption without affecting store operations?

How can I simultaneously meet sustainability and profitability targets?

Will my baristas meet current demand forecast?

What problems can I solve? 🔍

How can I anticipate the impact of future supply chain disruptions?

Where will be the bottlenecks located over time for truckloads arriving this week?

How do I ensure customers coming into work on a laptop will have ample space?

How can I overcome uncertainty and make sure my plans are robust enough to ensure high service level and profitability?

What is the risk of having stock outs/overstock? What would be the impact of an inaccurate forecast?

What training programs are most effective for improving employee performance?

How can we optimize employee schedules to improve productivity?

Key consideration to unlock the AI potential – it's never "just tech", 6 elements need to be in place

Navigating the digital and AI roadmap
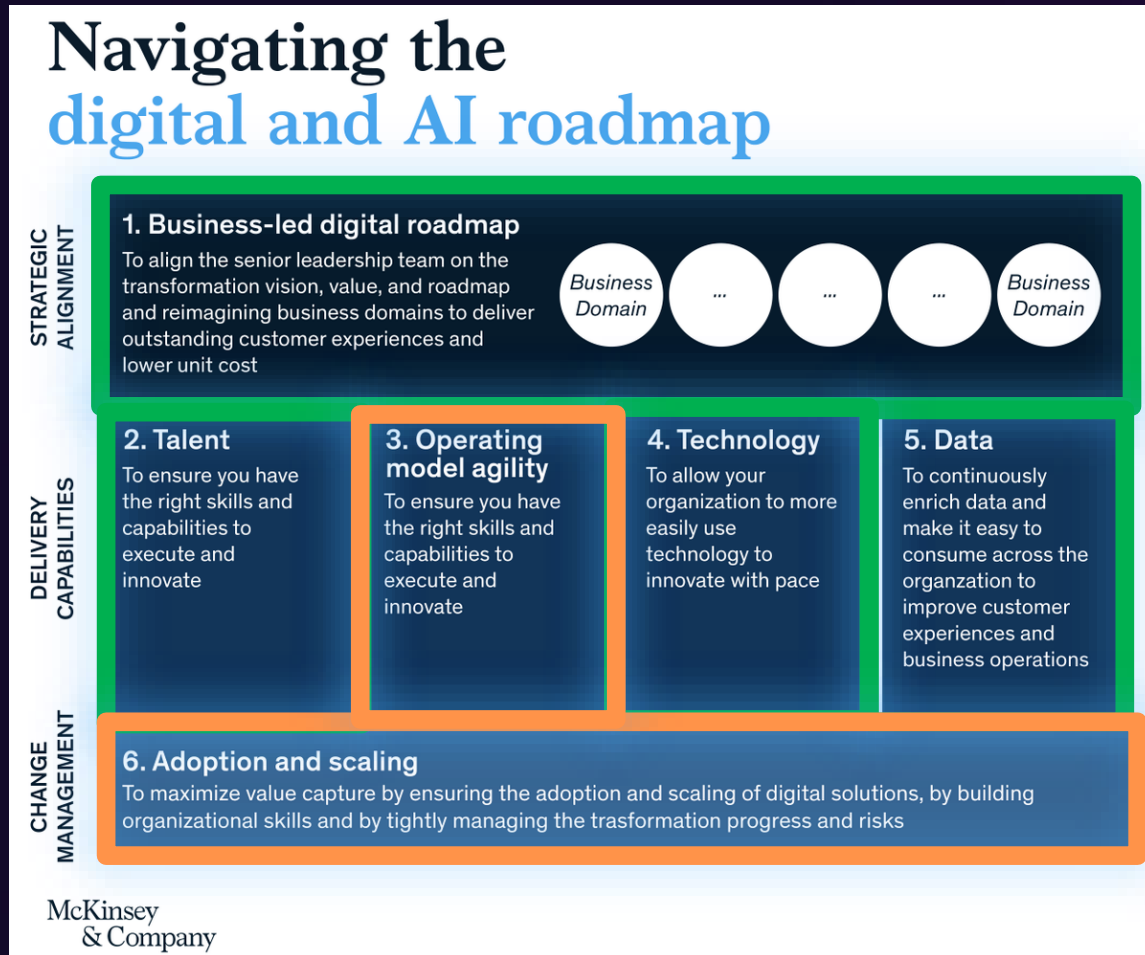
Source: McKinsey, Rewired framework, 2024

What are your **goals, roadmaps** and **pain points** that AI can address?

Do you have **skills & capabilities to** executive and innovate? The right talent in **house?**

How will you **organize** for success? Are you able to repeatable **deliver value**?

Does your **technology & infrastructure** allow to scale AI across the organisation?

Is your **data (strategy & foundation)** in place, in a secure way, to **innovate with AI**?

Does your organisation **upskill its** workforce & **measure AI impact** to ensure **adoption and scaling?**

It's a journey, not a master move

Questions?

Thank you joining!

Let's connect on LinkedIn