

softserve

# RETAIL INNOVATION WITH GENERATIVE AI





# THE FUTURE OF RETAIL WITH GENERATIVE AI

Changing consumer expectations, tech advancement, inflation, risk of recession, supply chain disruptions, and labor shortages in retail drive the creation of cost optimization strategies and new revenue streams. Digital acceleration remains the highest IT spend in 2023. **92% retailers say they are investing in AI more than ever to improve shopping experiences.**



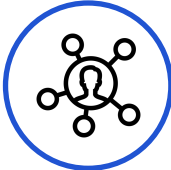
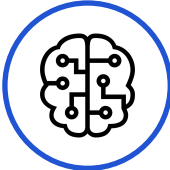
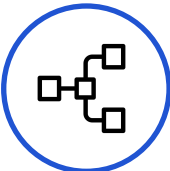


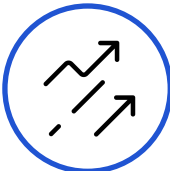
**~ \$8.4B**  
is forecasted GenAI in retail market size by 2032

## KEY CHALLENGES

<b>CUSTOMER CHOICE FATIGUE</b>	Retailers need to keep up with constantly changing consumer buying behaviour personalizing shopping experience, Leading consumer through the choices to reduce time to checkout and reduce bounce rate.
<b>SUPPLY CHAIN EFFICIENCY</b>	Optimizing supply chain operations, improving inventory management, logistics documentation flow, and enhancing overall efficiency and responsiveness.
<b>DATA DRIVEN DECISION MAKING</b>	Retailers must address the challenge of obtaining high-quality data from various sources and ensuring data accessibility and reliability to derive meaningful insights.
<b>PRIVACY AND SECURITY</b>	Ensuring robust data management practices to handle large and diverse datasets, while respecting customer privacy and complying with data protection regulations.
<b>BACK OFFICE EFFICIENCY</b>	Optimization of back-office operations like marketing & sales, merchandising, financial, analytics & reporting will free resources for superior customer experiences and strategic growth.

## GENERATIVE AI BUSINESS BENEFITS

Retail gains significant advantages from Generative AI through **revolutionizing the holistic value chain** across many domains: marketing & sales, customer operations, back office & supply chain operations, and software engineering. The level of positive impact that Generative AI can have on the retail industry is difficult to overestimate. We suggest you consider some of the most promising directions for the future, as shown below.

 Automate tasks and scale processes	 Reduce costs and increase efficiency	 Enhance user experience and personalization	 Accelerate product innovation
 Optimize internal processes	 Smart decision-making	 Improve consumer satisfaction	 Increase competitive advantage

# MOST PROMISING GENERATIVE AI USE CASES



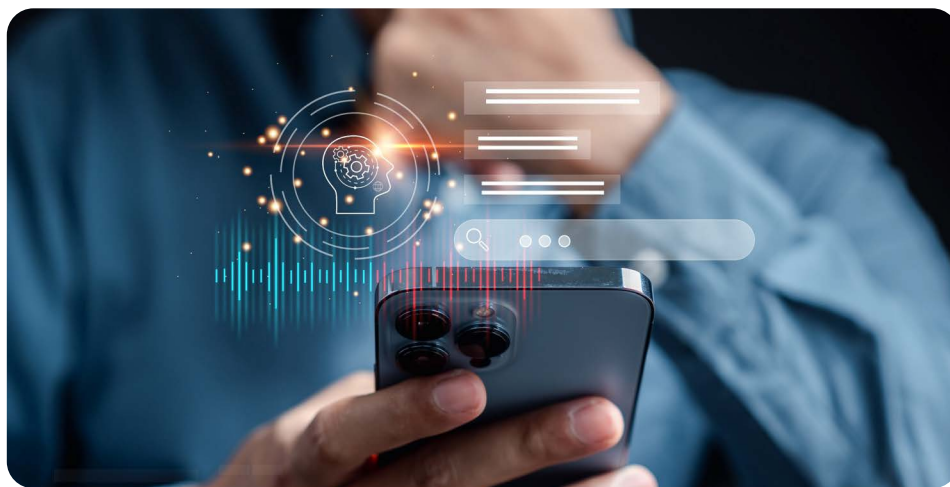
## VIRTUAL SHOPPING ASSISTANCE

Contextual conversational interactions with end consumers in real time, understanding their preferences and needs to offer tailored product recommendations.



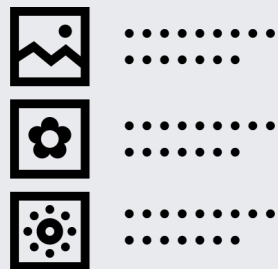
## CONSUMER SUPPORT

Assistant for consumer inquiries and complaints, providing information on store locations, assortment, promotions, and more in real time.



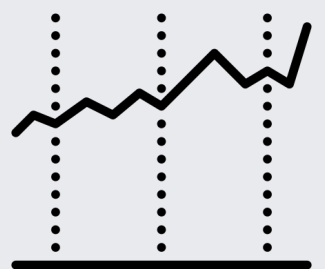
## GENERATIVE CONTENT CREATION

Create marketing materials for many locations and customer segments with translation and localization.



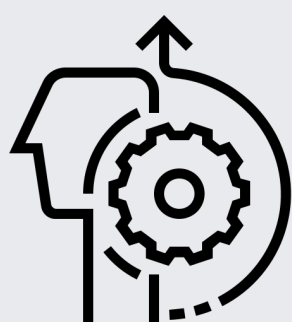
## MARKET TRENDS PREDICTION

Analyze consumer, product, and market data to foresee trends, get actionable insights for new product development and assortment changes.



## PRODUCT AND SERVICE INNOVATION

Streamlining research and design process, helping to deliver new products and services to market faster.





# GET STARTED ON YOUR GENERATIVE AI JOURNEY

## LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH 3 OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe defined [Generative AI adoption patterns](#) that are designed to help you navigate the complexities of this emerging technology. We will help you select an appropriate adoption pattern or its combinations for building tailored solutions to meet your enterprise's unique needs. Expedite your journey towards a new way of productivity and creativity with SoftServe Generative AI offerings, positioning your business as a leader in the industry:

 AI DISCOVERY	 AI LAUNCHPAD	 AI ADOPTION
<i>From Interest to Discovery: Generative AI Ecosystem and Implications for My Business</i>	<i>Launchpad to Innovation: Evidence-Based Exploration and Deployment</i>	<i>From Insight to Impact: Rapid Scaling and Adoption in My Organization</i>
<ul style="list-style-type: none"><li>✓ Use Cases &amp; Business Impact Priorities</li><li>✓ Data Quality and Availability</li><li>✓ Technology Trade-offs and Architecture</li><li>✓ Technical Feasibility with POC</li></ul>	<ul style="list-style-type: none"><li>✓ Generative AI Lab</li><li>✓ AI Launchpad Program for rapid experimentation</li><li>✓ Value Stream Mapping &amp; Use Cases</li><li>✓ POC/POV Pipeline</li></ul>	<ul style="list-style-type: none"><li>✓ Generative AI Adoption Roadmap</li><li>✓ Technology Strategy</li><li>✓ Data Strategy</li><li>✓ Change Management and AI Governance</li><li>✓ Generative AI Solution Development</li><li>✓ Generative AI in Product and Engineering Teams</li></ul>

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your enterprise.

Learn more about SoftServe's Generative AI Lab, POVs, offerings, and partners. Visit us at our [Generative AI website page](#).

# YOUR PARTNER FOR THE FUTURE

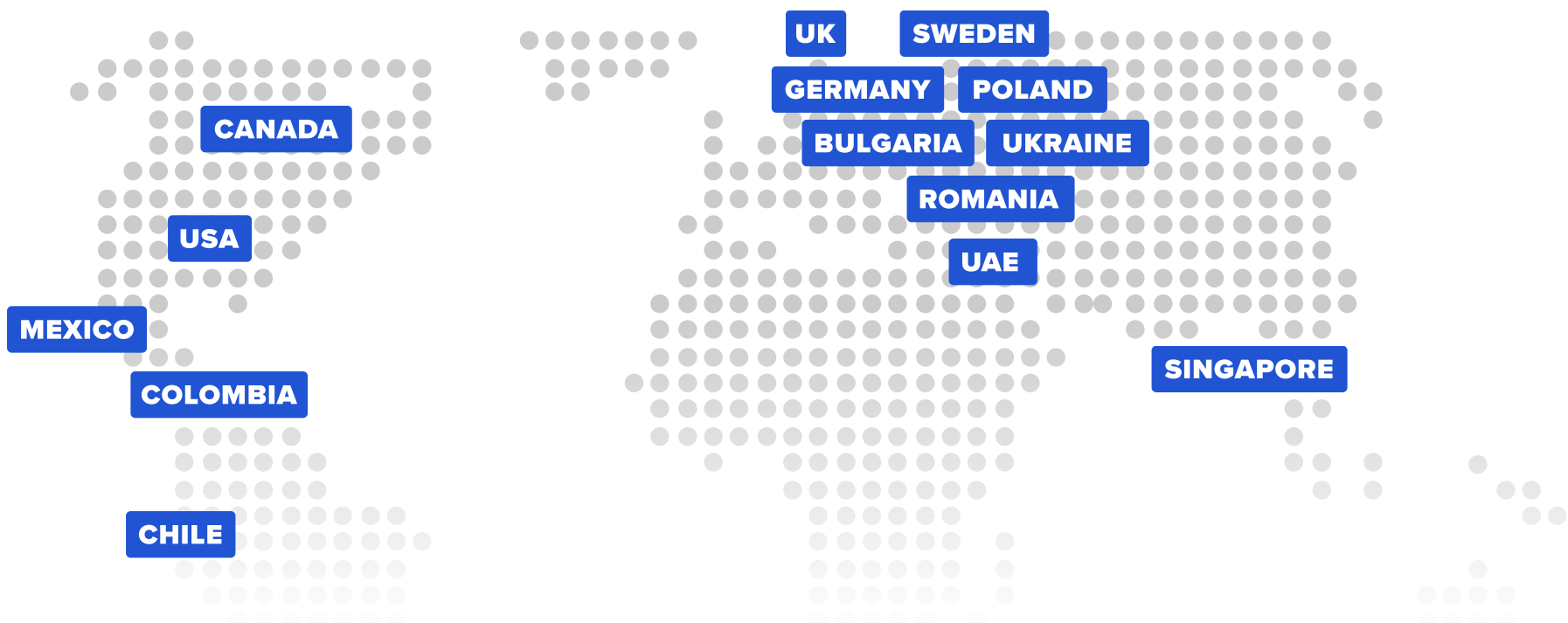
## DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

**30** Years of  
Experience

**98%** Client  
Retention

**14** Countries of  
Operations

**58** Offices  
Worldwide



### GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. [Learn more](#)

**120+**  
GCP Enabled  
Customers

**690+**  
GCP Certified  
Resources

**100+**  
Data Science  
Experts

**3**  
Anthos  
Fellows



### AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. [Learn more](#)

**500+**  
AWS Certified  
Resources

**100+**  
AWS Certified  
Solution Architects

**50+**  
AWS Professional  
Certifications

**11**  
AWS  
Competencies



### MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. [Learn more](#)

**250+**  
Azure Certified  
Professionals

**19+**  
Years as a  
Microsoft Partner



### NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. [Learn more](#)

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**DEEP TECHNOLOGY EXPERTISE IN AI/ML**

**HUMAN-FIRST APPROACH TO DESIGNING  
EFFECTIVE EXPERIENCES**

**INDUSTRY EXPERTISE AND PARTNERSHIPS  
WITH CLOUD SOLUTIONS PROVIDERS**

**LET'S TALK**



# BUSINESS OPPORTUNITIES

Some of the more specific use cases where we envision Generative AI can be a game-changer in retail and consumer goods are:

