







New Way Now: The Estée Lauder Companies is delivering high-touch consumer experiences in with gen AI





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→ **Summary:** Eric Higgins, vice president of data science at The Estée Lauder Companies, Inc. shares how the prestige beauty company is leveraging gen AI to discover new ways to drive value for its brands and consumers. Using Google Cloud AI, The Estée Lauder Companies, Inc. created ELLA – the Estée Lauder Language Assistant – an internal tool that puts genera ...

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