

# Lessons Learnt from Building GenAI Solutions

27<sup>th</sup> June 2025



# Agenda

- Introduction
- Applied GenAI
- Key Learnings
- Questions

# What is 7-Eleven



- Established in 1927 – a pioneer in convenience retail
- 85,000 Stores Globally in 19 Countries and Regions
- Over 13,000 Stores in US and Canada
- 50% of US Population within 2 miles of a 7-Eleven

# AI at 7-Eleven

## Cashierless Store



## AI Self Checkout



# GenAI at 7-Eleven



Optimize Maintenance Workflows



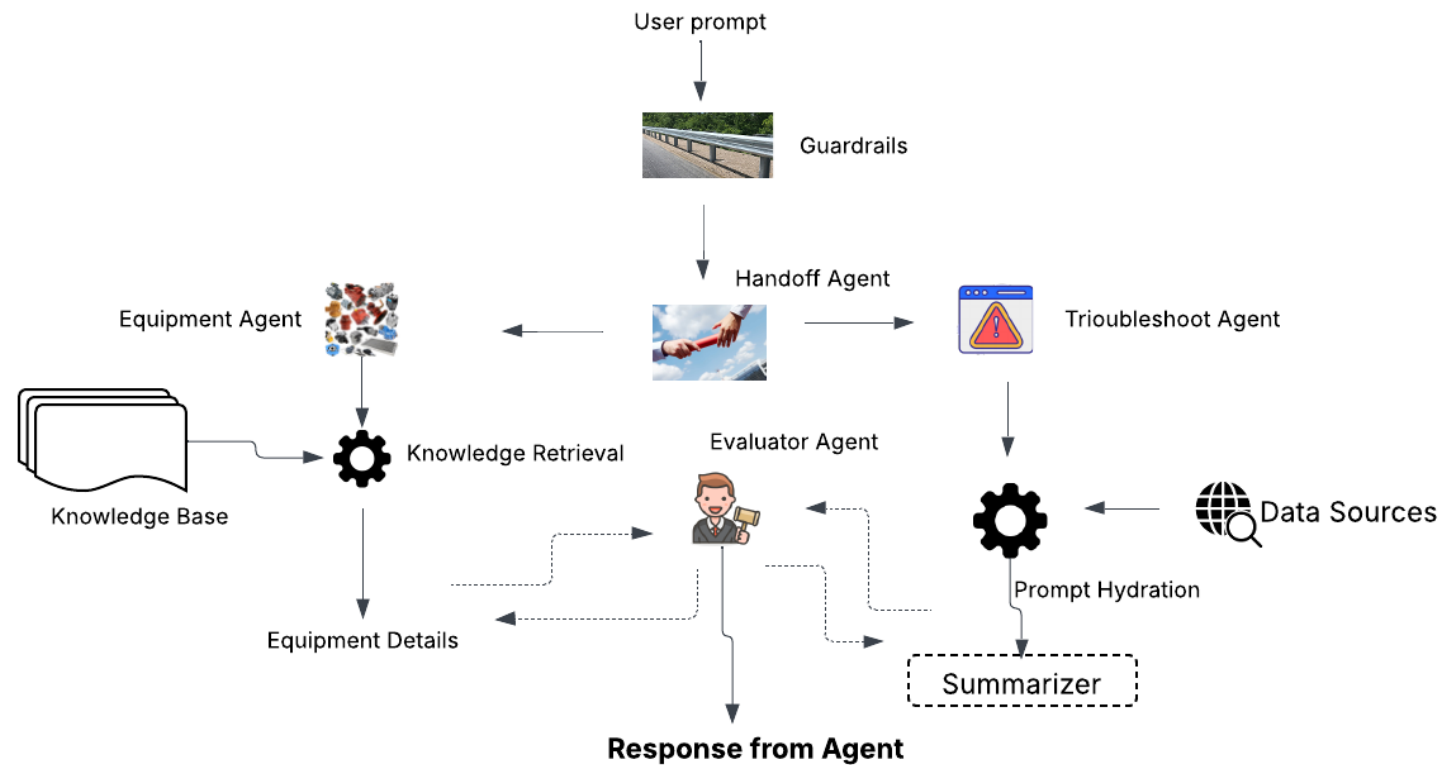
Marketing Campaign Generator

# Use Case 1: Maintenance Workflow Optimization



Where do I find this ?

# Agentic Architecture



# Use Case 2: Marketing Campaign Generator

**Campaign Name:** "Summer of Savings"

**Challenge:**

- We need to expand our customers' awareness of our offerings.
- We need to develop a campaign that showcases 7-Eleven's wide range of products and services, including food, beverages, and loyalty rewards.
- How do we create a campaign that drives foot traffic and sales during the summer months?

**Objective:**

- Increase sales of 7-Eleven's proprietary food and beverages.
- Drive loyalty program sign-ups and engagement among core and growth customers.

**Project Tone, Look, and Feel:**

- Fun and playful, with a focus on summer vibes
- Bright and colorful visuals, with a mix of animation and live-action
- Incorporate 7-Eleven's brand assets, including the logo and color scheme

**Desired Reaction:**

- "7-Eleven is my go-to destination for summer savings and convenience"
- Need the concept to work for both food and beverage occasions
- Would like to explore how to incorporate limited-time offers and seasonal flavors throughout the summer

**Mandatory Elements:**

- Concepts should be flexible enough to adapt to both English and Spanish audiences
- Concepts need to include a moment of enjoyment or surprise

Upload a file (upto 5 pages)

Drag and drop file here  
Limit 200MB per file • TXT, PDF

Browse files

campaign-brief.pdf  
208.5KB

Uploaded file: \*\*campaign-brief.pdf\*\*

Clear Chat

Advanced Config

7Marketer

Can you give me some campaign ideas for the following campaign brief?

Complete!

Hang tight! Your query is being dispatched to the Marketing Campaign Generator!

Based on the provided campaign brief, here are three initial campaign ideas for the "Summer of Savings" campaign:

**Campaign Idea 1: "Savor the Savings"**

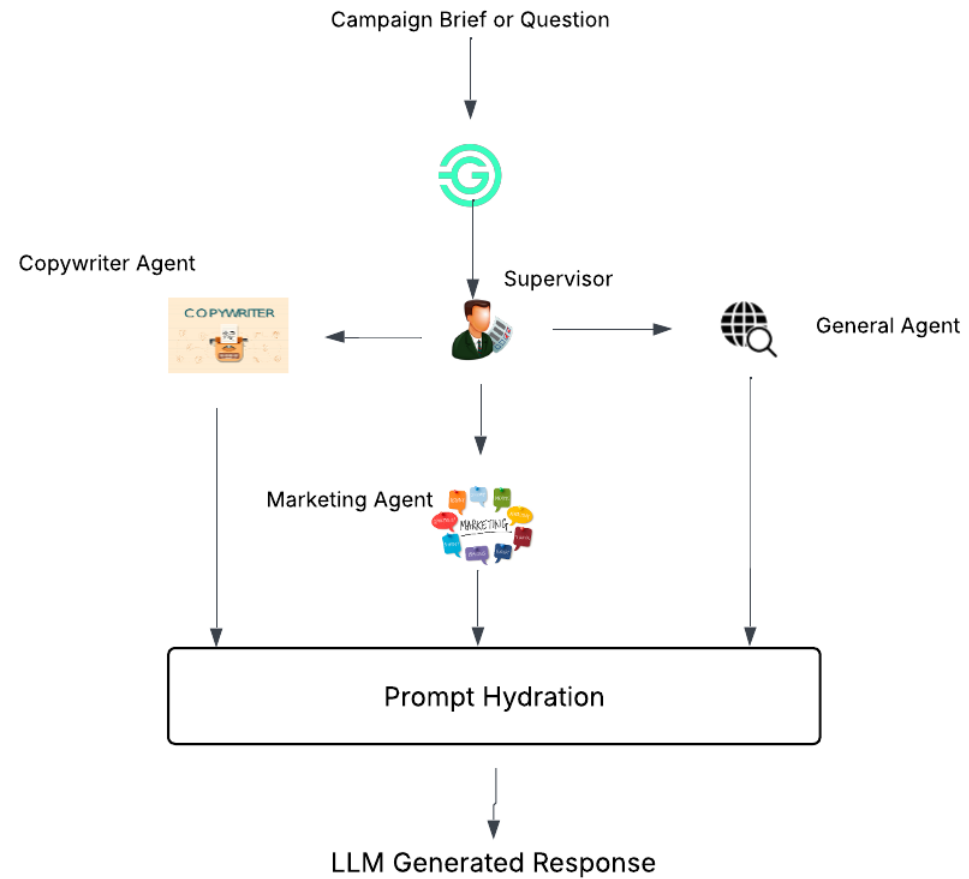
- Concept: Create a series of fun, animated ads showcasing the variety of 7-Eleven's food and beverages, highlighting the convenience and affordability of the products.
- Storyline: The ads feature a group of friends enjoying their summer, with each scene showcasing a different 7-Eleven product, such as a refreshing Slurpee on a hot day or a satisfying Big Bite hot dog at a backyard BBQ.
- Tagline: "Savor the Savings, Savor the Summer"
- Extension ideas:
  - Social media contests where customers can share their own summer moments with 7-Eleven products, using a branded hashtag.
  - Limited-time offers and seasonal flavors, such as a summer-themed Slurpee flavor or a discount on Big Bite hot dogs.
  - In-store promotions, such as a "Summer of Savings" display featuring the products showcased in the ads.

\*\*Campaign Idea 2: "Summer Squad"]

Your message



# Marketing Agentic Architecture



# Learnings

- Creating tailor made solutions
- Prompt Hydration
- Focus on retriever
- Prompt Engineering
- Tracking KPIs

# Creating Tailor Made Solutions

Call-to-Action:

Select call-to-action

Make a purchase ▼

Product or Service Features:

Select product or service features

Default ▼

Emotional Appeal:

Select emotional appeal

Default ▼

Length and Format:

Select length and format

Word count ▼

Enter word count

300

Keyword and SEO Optimization:

Select keyword and SEO optimization

Target keywords ▼

Enter target keywords

- Paid social media (Facebook, Instagram, Twitter, etc.)
- Terrestrial radio
- Streaming audio (Spotify, Apple Music, etc.)
- OOH (digital and static)
- Online video (YouTube, Hulu, etc.)
- Connected TV
- Search (Google, Bing, etc.)
- Programmatic display

#### Tagline:

The campaign tagline is "Beat the Heat with 7-Eleven", which emphasizes the idea that 7-Eleven is the ultimate destination for summer savings and convenience.

#### Workback Schedule:

The workback schedule for the campaign is as follows:

- Week 1-2: Concept development and scriptwriting
- Week 3-4: Production and filming
- Week 5-6: Post-production and editing
- Week 7-8: Launch campaign across all media channels
- Week 9-12: Optimize and refine campaign based on performance data

I hope this provides more detail on the "Beat the Heat" campaign idea! Let me know if you have any further questions or if you'd like to brainstorm further.

Can you write some content for launch of a new product: 7-Select Fusion Energy Bev



# Creating Tailor Made Solutions

12:54 PM

coffee on franke a1000 not working

Last read

accounting-support 12:54 PM

Thinking about your question...coffee on franke a1000 not working

There could be several reasons why the coffee function isn't working on your Franke A1000. Let me help you troubleshoot:

Common causes for coffee not working:

- Brewing module issues - The brewing module might be improperly installed or needs cleaning
- Bean hopper problems - The locking slide may not be pushed all the way in
- Grinder issues - The grinder might be clogged or needs adjustment
- Water supply problems - Check if water supply is connected and turned on

Try these troubleshooting steps:

1. Check if the bean hopper is properly locked (push the locking slide all the way in)
2. Open the machine door and check if the brewing module is properly installed
3. Remove and clean the brewing module:
  - Release the brewing module lock in counterclockwise direction
  - Pull the brewing module forward to remove it
  - Clean with brushes and a damp cloth
  - Reinstall by inserting it and latching clockwise

If these steps don't resolve the issue:

- Check the grounds container - it might be full and need emptying
- Verify water connection and pressure
- Run a cleaning cycle if it's been a while since the last maintenance
- Check for any error messages on the display that might indicate specific problems

If problems persist, you may need professional service as it could indicate a more serious issue with components like the drive frame, needle valve, or electrical connections.

**Sources:**

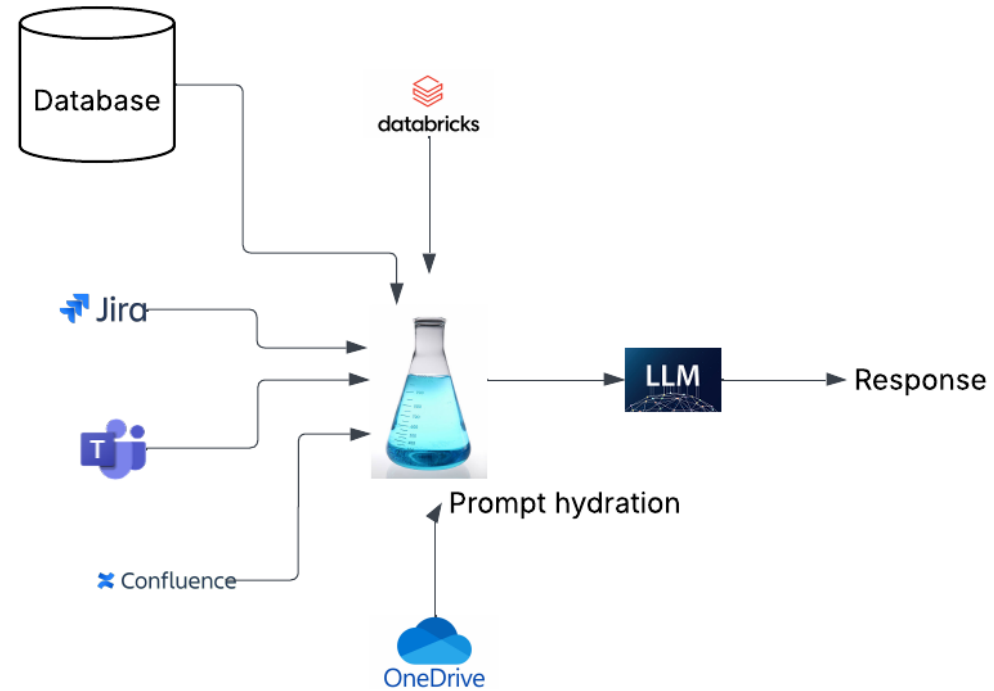
- [Franke A1000 Service Documentation FM CM.pdf](#)
- [2023 10 A1000 FM Year 1 PM Powder and FS6 Instructions.pdf](#)
- [2023 10 A1000 FM Year 2 PM Powder and FS6 Instructions \(1\).pdf](#)
- [A1000 Service and Maintenance Manualv1.pdf](#)
- [Preventive maintenance list A1000\\_V3.1\\_20163931spmall \(003\).pdf](#)

New messages

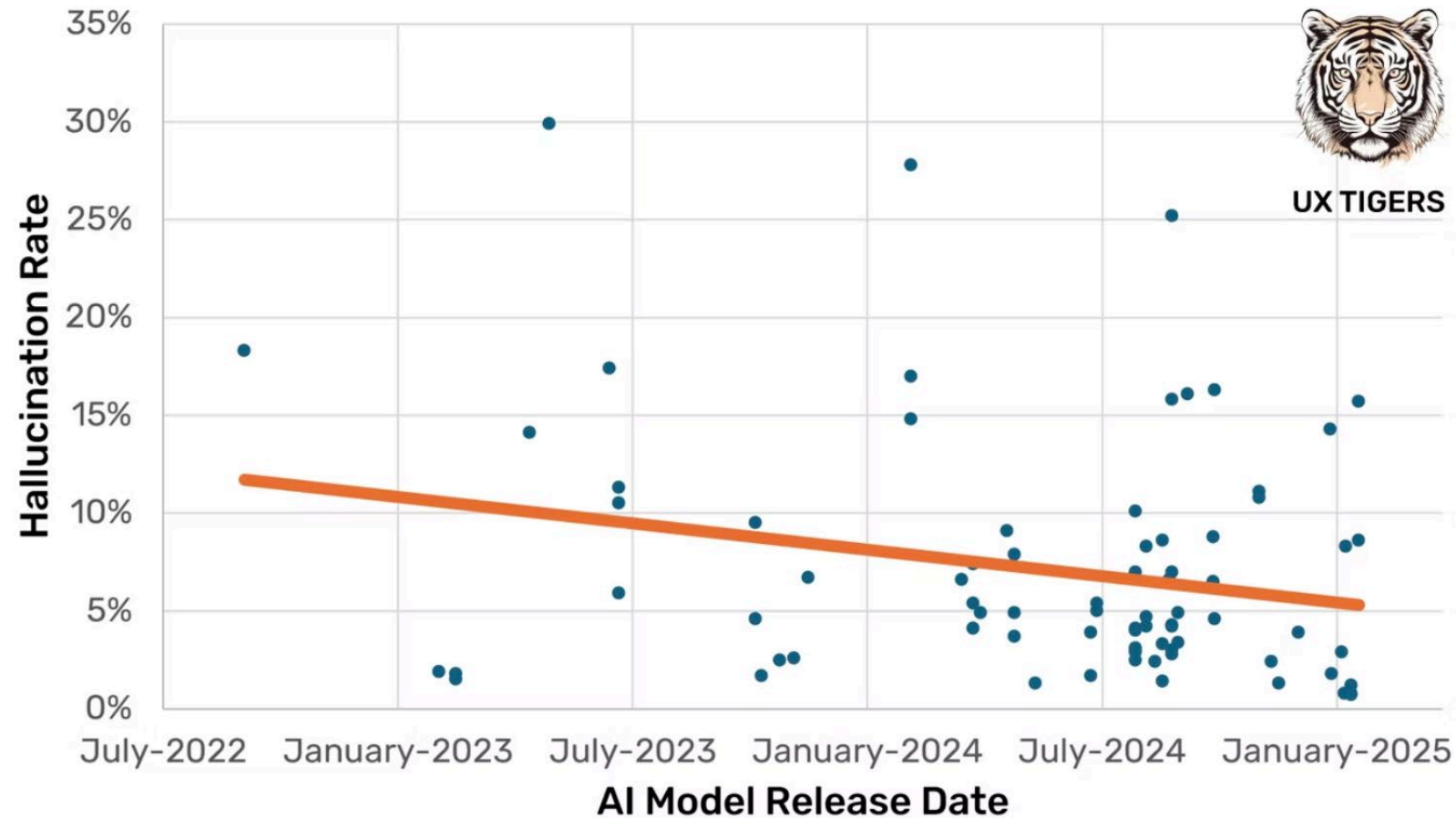
# Creating Tailor Made Solutions

<b><i>Predicted Labels</i></b>
Red
Red
Red
Gree
Red
Orange
Orange
Green
Green
Green

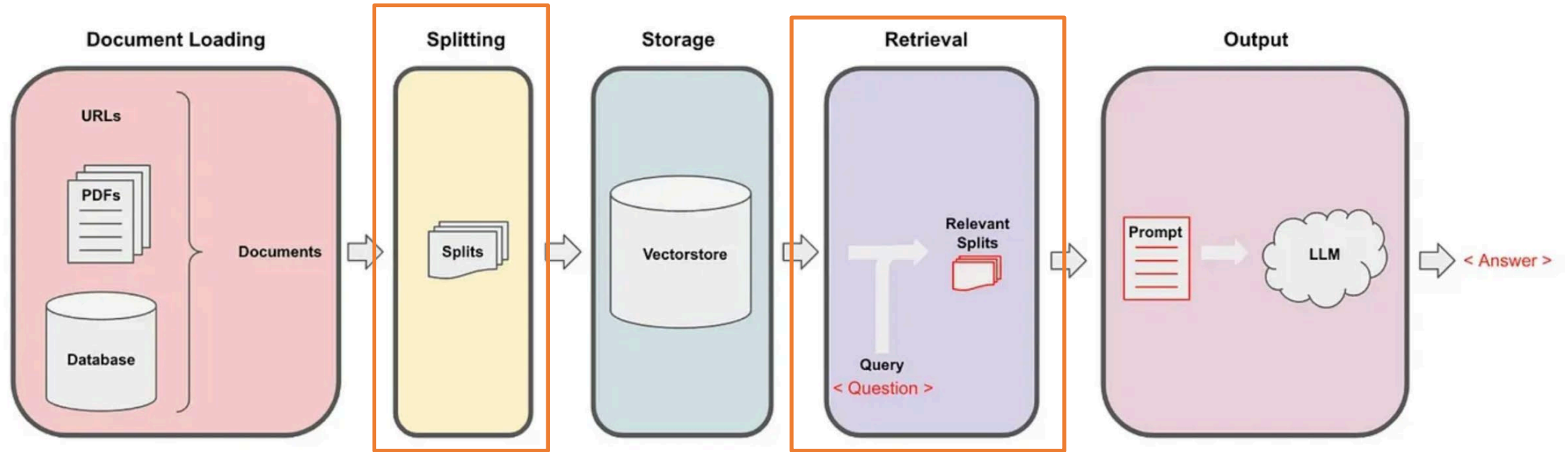
# Prompt Hydration



# Focus on Retriever - Background



# Focus on Retriever



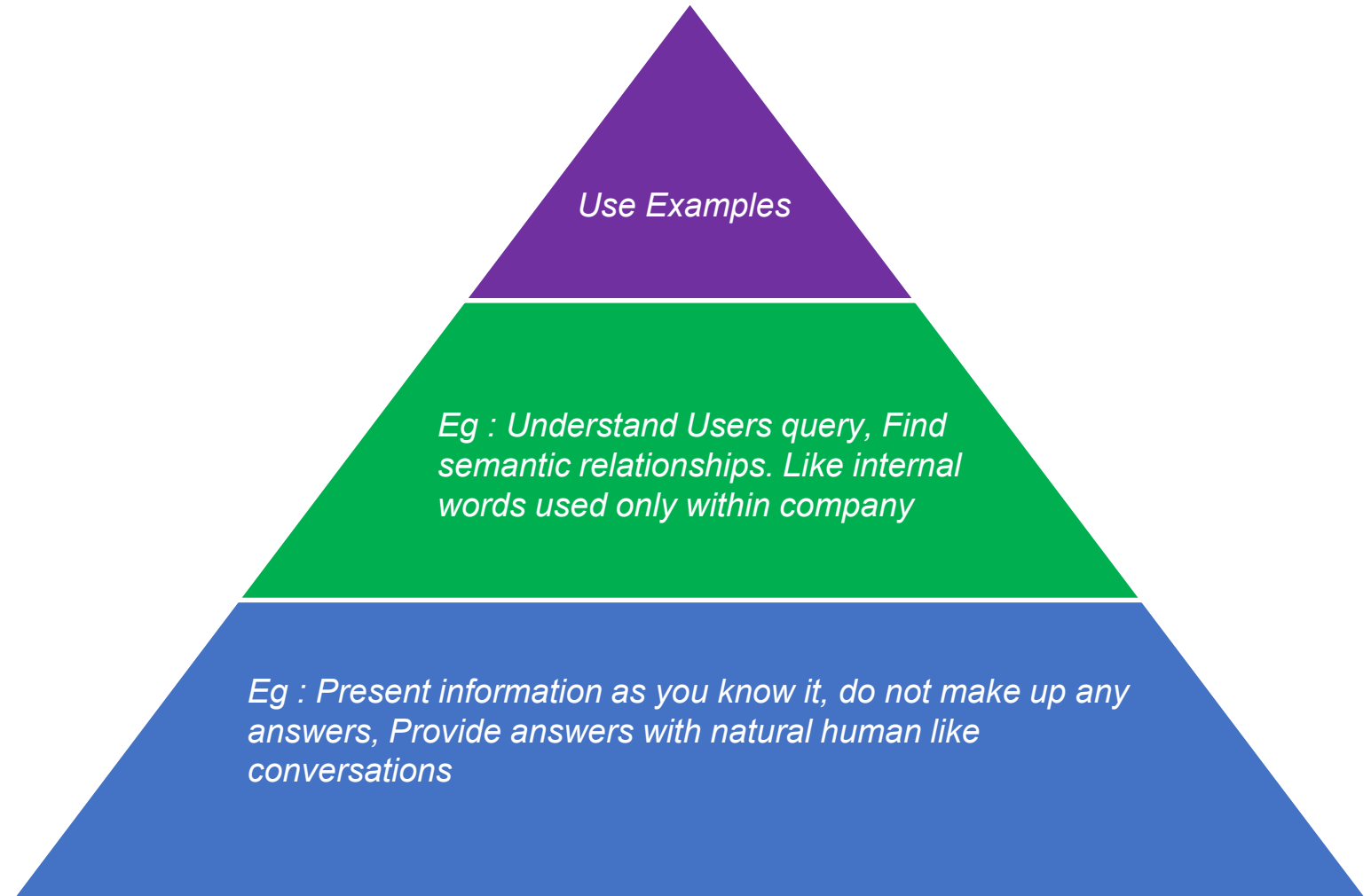


# Prompt Engineering

Step 1 – Setup the base

Step 2 – Focus on the problem

Step 3 – Use Examples



# Tracking Projects

- Understanding user questions
- Tweaking prompts
- Tracking KPIs
- Working very closely with user
- Developing patience

# Questions?