

# **MBCC AI Retail Transformation Playbook**

## **Module 2 – AI Integration & Retail Strategy**

## **AI Workflow Integration**

- MBCC integrates with ERP, CRM, and IoT systems via modular APIs.
- AI becomes embedded in existing retail processes, not isolated.
- Workflow automation reduces errors and speeds up decisions.

## **AI in Supply Chain Optimization**

- Forecast demand with high accuracy using predictive analytics.
- Reduce stockouts and overstock by 15–25%.
- Optimize logistics routes and vendor performance.

## **Customer Insights & Personalization**

- AI analyzes purchase history, browsing, and sentiment.
- Personalized offers increase conversion rates by 20%+.
- Real-time recommendations boost loyalty and CLV.

## **Demand Forecasting with AI**

- AI models predict demand across categories, seasons, and regions.
- Reduce waste and optimize labor scheduling.
- Enhance resilience against market fluctuations.

## **Retail Strategy Alignment**

- Align AI initiatives with enterprise KPIs.
- Shift from tactical pilots to enterprise-wide adoption.
- AI drives both short-term ROI and long-term growth.

## **Module Summary**

- MBCC embeds AI seamlessly into retail workflows.
- AI enhances supply chain, customer engagement, and forecasting.
- Strategy alignment ensures measurable outcomes.

## **Discussion Questions**

1. Where in your retail workflow could AI deliver immediate ROI?
2. How could AI improve supply chain efficiency in your enterprise?
3. What KPIs would you align with AI adoption?