Emergence @ Myntra with Generative AI

Exploring how Generative AI enhances Myntra's user engagement and boosts revenue, shaping the future of online fashion retail.

Samrat
Presenter

Introduction to Generative AI at Myntra

Revolutionizing User Experience

01 Vision for Generative AI

Myntra aims to leverage Generative AI to enhance the online shopping experience.

02 Personalized Product Recommendations leveraging emergence of generative AI

AI-driven suggestions tailored to individual customer preferences will increase engagement.

03 Virtual Try-Ons

Customers can visualize products on themselves, reducing returns and improving satisfaction.

04 Automated Customer Support

AI-powered chatbots will provide prompt assistance, enhancing user experience and support efficiency.
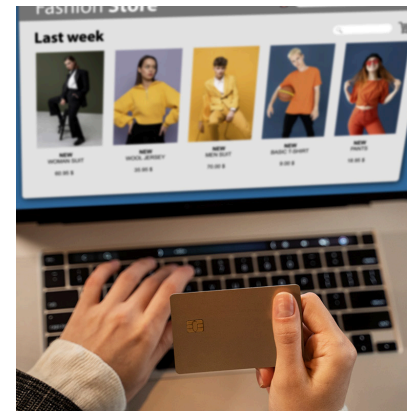
05 Enhancing Customer Satisfaction

These innovations will not only meet customer expectations but exceed them, driving loyalty.

06 Maintaining Market Leadership

Integrating Generative AI keeps Myntra at the forefront of fashion e-commerce in India.
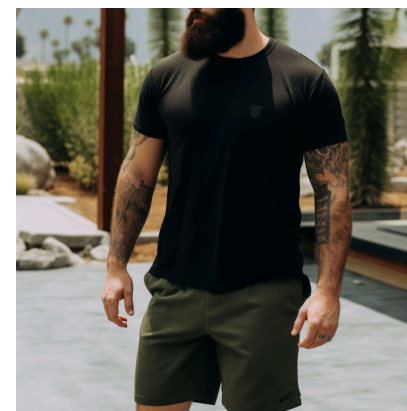
Enhancing User Experience with AI Features

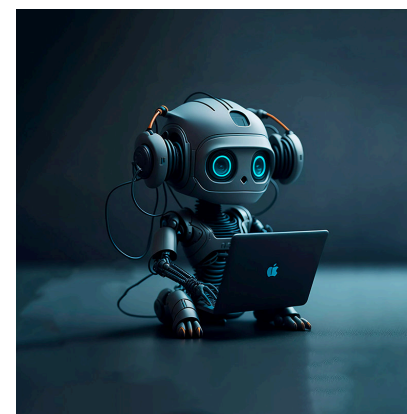Transforming Myntra Shopping with Generative AI

Personalized Product Recommendations

Advanced algorithms tailor product suggestions based on user preferences and browsing history. Emergent customer profiling and suggestions can be created using generative ai

AI-Driven Virtual Try-Ons

Customers can visualize clothing fit and style without visiting stores, minimizing returns.

Automated Customer Support

AI chatbots provide instant assistance for common inquiries, enhancing customer service efficiency.

How is recommenders on Gen AI different?

Leveraging emergence

01

Dynamic Content Personalization

Generative AI models, can generate tailored product descriptions, advertisements, or messages that align with a user's preferences, browsing history, and buying behaviour.

02

Context aware recommendations

03

Preference Disc

How is recommenders on Gen AI different?

Leveraging emergence

01	**02**	03	04
Dynamic Content Personalization	**Context aware recommendations**	Preference Discovery via Conversations	Augment
	Generative AI can interpret real-time user context, such as current location, weather, or time, to suggest contextually relevant products.		

How is recommenders on Gen AI different?

Leveraging emergence

02

Context aware
recommendations

03

Preference Discovery via Conversations

Generative AI-powered chatbots can
engage users in natural conversations to
uncover specific preferences, enabling
highly personalized recommendations.

04

Augmented User Profiles

05

Generative Cr

How is recommenders on Gen AI different?

Leveraging emergence

03

Preference Discovery via Conversations

04

Augmented User Profiles

05

Generative Cross-Selling and Upselling

06

Visual Re

How is recommenders on Gen AI different?

Leveraging emergence

onversations

04

Augmented User Profiles

05

Generative Cross-Selling and Upselling

Generative AI can craft personalized bundles or suggest complementary items that enhance the user's purchase.

06

Visual Recommendations

07

Novel Tren

How is recommenders on Gen AI different?

Leveraging emergence

Profiles

05

Generative Cross-Selling and Upselling

06

Visual Recommendations

Generative AI in computer vision can suggest products visually similar to a user's preference, leveraging tools like DALL-E or CLIP.

07

Novel Trend Forecasting

08

Simulatin

How is recommenders on Gen AI different?

Leveraging emergence

06

Visual Recommendations

07

Novel Trend Forecasting

By analyzing vast datasets, generative AI can predict upcoming trends and recommend products that align with future user preferences
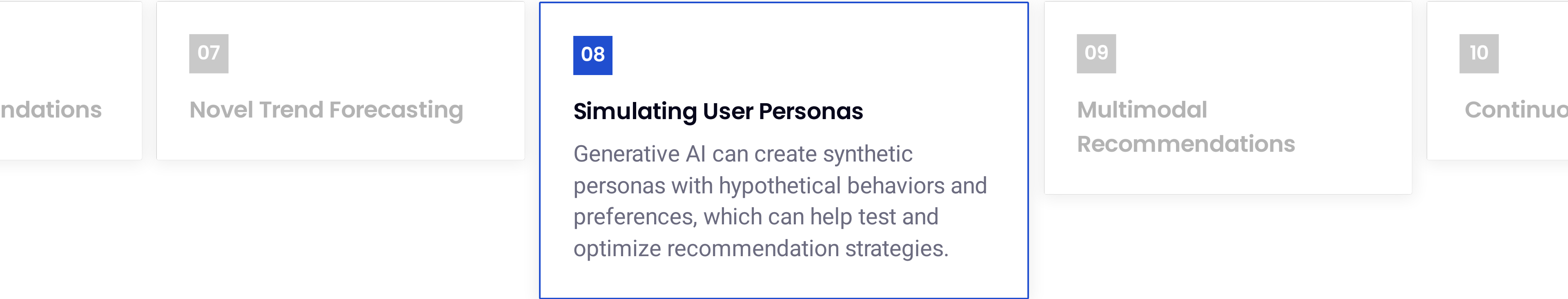
08

Simulating User Personas

09

Multimoda

nd Upselling

How is recommenders on Gen AI different?

Leveraging emergence

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07

Novel Trend Forecasting

08

Simulating User Personas

Generative AI can create synthetic personas with hypothetical behaviors and preferences, which can help test and optimize recommendation strategies.

09

Multimodal Recommendations

10

Continuo

How is recommenders on Gen AI different?

Leveraging emergence

08

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Simulating User Personas

09

Multimodal Recommendations

Generative AI can process and combine data from various sources (text, images, videos) to provide richer, multimodal recommendations.

10

Continuous Learning

How is recommenders on Gen AI different?

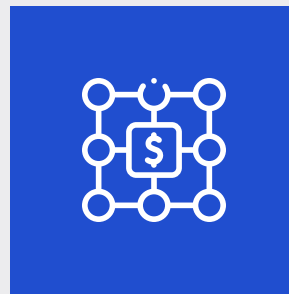Leveraging emergence

Personas

09

Multimodal Recommendations

10

Continuous Learning

Generative AI models can analyze user feedback on recommendations to refine their algorithms iteratively.
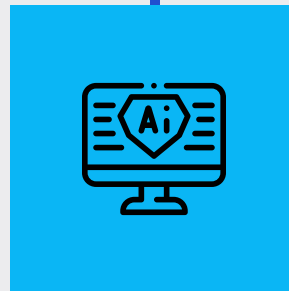
Revenue Growth and Competitive Advantage
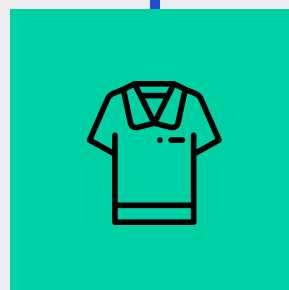
Leveraging Generative AI for Market Leadership

Projected Revenue Growth

Anticipated revenue growth of 20% by 2025 through enhanced customer engagement.

Differentiation from Competitors

Utilizing cutting-edge AI technology will attract tech-savvy customers and set us apart.

Market Leadership

Pioneering AI features reinforces Myntra's leadership in Indian fashion e-commerce.

Implementation Plan for AI Integration

Phase-wise Rollout Overview

1

Q2 2025

Launch personalized product recommendations

In Q2 2024, we will launch the personalized product recommendations across all platforms to enhance user experience.

2

Q3 2025

Introduce AI-driven virtual try-ons

By Q3 2024, AI-driven virtual try-ons will be introduced, starting with selected product categories, revolutionizing the shopping experience.

3

Q4 2025

Implement automated customer support with AI chatbots

In Q4 2024, we will implement automated customer support using AI chatbots across all customer service channels to improve efficiency.

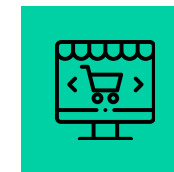# Conclusion and Call to Action

Integrating Generative AI at Myntra

Transforming Online Shopping

Integrating Generative AI will redefine the shopping experience on Myntra.

Enhancing Personalization

AI features will deliver tailored recommendations, improving customer satisfaction.
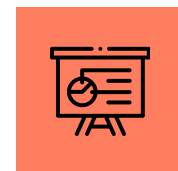
Increasing Convenience

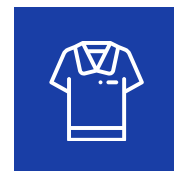Streamlined processes will make shopping more efficient and user-friendly.

Boosting Customer Service

AI-driven customer support will enhance response times and service quality.
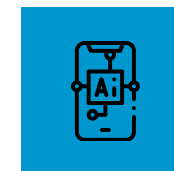
Achieving Revenue Growth

Adopting AI is essential for driving significant revenue increases in e-commerce.

Maintaining Competitive Edge

Implementing AI will help Myntra stay ahead in the competitive fashion market.

Call to Action for Developers

Developers should embrace AI integration with enthusiasm and innovative ideas.

Teamwork and Innovation

Collaborative efforts are vital for successful AI implementation to enhance customer experience.

Transforming Online Shopping with AI Innovations

Join us in reshaping the online shopping landscape with cutting-edge AI solutions. Together, we can position Myntra as the frontrunner in personalized digital commerce