



Pathsetter AI

01.

FUTURE

PROOFING

THE BUSINESS

WITH GEN AI



About Pathsetter AI

At **Pathsetter.AI**, we transform the way businesses and public sector entities leverage their data. Our cutting-edge, AI-driven solutions turn complex data into clear, actionable insights, enabling you to make informed decisions and drive growth.

With our expertise, you can unlock the full potential of your data, streamline operations, and stay ahead of the competition. Discover how **Pathsetter.AI** can empower your organization and set you on the path to success.



Pathsetter AI

Why AI for Businesses?

In today's fast-moving business world, AI provides a significant advantage. By automating routine tasks like data entry and customer inquiries, AI reduces labor costs, speeds up operations, and minimizes errors, letting your team focus on strategic initiatives.

AI also drives innovation by quickly analyzing data, helping you stay ahead of market trends and adapt to new opportunities. Its predictive capabilities enable you to anticipate and address potential issues before they escalate, improving decision-making and risk management.

AI streamlines operations, boosts innovation, and enhances strategic planning, giving your business a clear edge in the competitive market.

Top companies like **Walmart, Amazon, Google** are really leading the way with generative AI. Walmart, for instance, is rolling out a new online AI shopping assistant that helps customers find just the right products for their needs. Amazon is using AI to supercharge its recommendation engine, making sure that every shopper gets personalized suggestions. Over at Google, AI is fine-tuning search algorithms to deliver even more precise results. And Netflix? They're leveraging AI to offer customized content recommendations, keeping viewers hooked with shows and movies they'll love.

These companies are using generative AI to drive innovation and deliver better experiences, setting the bar high across their industries.



Inside Coca-Cola's AI Success Story: Leveraging Technology for Growth

Introduced more than 120 years back, Coca-Cola is still the most sipped soda worldwide, with a staggering 1.9 billion servings daily spanning 200+ countries. The brand has always been enthusiastic about engaging customers more effectively. The robust Coca Cola Marketing Strategy has been able to invigorate the masses over the years, ranking as the world's largest manufacturer and licensor of 3,500 nonalcoholic beverages.

In 2024, Coca-Cola has embraced generative AI to enhance various facets of its operations and marketing strategies. This case study explores how the company is leveraging AI to drive innovation, improve consumer engagement, and streamline internal processes.

"One of the things we keep repeating in Coca-Cola is it's about AI and HI. It's artificial intelligence and human intelligence and ingenuity"

-Javier Meza, Coca-Cola

Citing an example of how Coke is using Gen AI to create point of sale material, he claimed the real revolution will come when brands use the tech to redesign systems. He likened the growth of artificial intelligence in 2024 to the dawn of the internet in the 1990s.



Do you know that Coca-Cola uses Gen AI in 6 Ways?

1. AI-Powered Suggestions for Restaurants

Recommending nearby restaurants to users via Instagram direct messaging is Coca-Cola's AI chatbot. By connecting customers with nearby restaurants and facilitating easy reservations, this feature—likely driven by Bing given to Coca-Cola's usage of OpenAI technology and Microsoft's launch of OpenTable in Bing AI chat—simplifies the eating experience.

2. Create an Actual Magic Competition

Coca-Cola and OpenAI collaborated to launch the "Create Real Magic" contest, which encouraged artists to create unique artwork utilizing GPT-4 and DALL·E, two AI tools, along with Coca-Cola materials. Through this program, artists from a few chosen nations were able to exhibit their work and compete to have their work displayed on digital billboards in famous places like London's Piccadilly Circus and New York's Times Square.

3. AI-Generated Images for Lead Acquisition

With the help of OpenAI and Bain & Company, Coca-Cola has partnered to use GPT-4 and DALL·E for improved lead creation. Through this partnership, Coca-Cola is showcasing its dedication to leveraging cutting-edge AI technologies to propel its marketing and commercial development initiatives.

4. AI-Powered Chatbot for Lead Generation and Local Search

Coca-Cola's AI chatbot, which is advertised on Instagram, improves customers' search experiences by introducing them to nearby food options. This chatbot combines conversational AI with local search skills to assist consumers choose the ideal dinner while also generating leads.

5. Reimagined Art and Video Marketing

The "Masterpiece" film, part of Coca-Cola's "Real Magic" campaign, showcases reinterpreted artwork from several historical periods. This promotional movie showcases Coca-Cola's use of artificial intelligence (AI) to revitalize creative ideas and captivate audiences with inventive visual storytelling.

6. Stable Diffusion Augmented Reality Experience

Coca-Cola used stable diffusion to develop an augmented reality (AR) experience for Y3000 as part of an expansion of their marketing campaign. Users may use this augmented reality (AR) experience to turn their surroundings into a futuristic vision, giving them an engaging and interactive way to interact with the business. Put it in the style of a case study.

Technology, Tools and Data used

1. Touch Screen Vending Machines

Coca-Cola employs advanced touch screen vending machines to gather data on local drink preferences. With over 1 million units in Japan alone, these machines provide valuable insights into consumer tastes across various regions. This data helps Coca-Cola tailor its product offerings to better meet local demands and improve overall customer satisfaction.

2. Social Media Analytics

Coca-Cola uses the Salesforce platform across 37 'social centers' to analyze social media data. This analysis focuses on understanding which types of content generate the most positive engagement. The company is investing in automated systems to create effective advertisements and social media content based on these insights. Additionally, image recognition technology is utilized to identify and target users who post pictures of competing brands, aiming to convert them into Coca-Cola customers and enhance advertising efficiency.

Impact and Future Outlook

Coca-Cola's cutting-edge use of technology has notably boosted its operational efficiency and enhanced consumer interaction. By leveraging data-driven insights, the company has become more adept at adapting to market trends and understanding consumer preferences. Looking ahead, Coca-Cola is poised to build on these technological advancements to drive further growth and sustain its competitive advantage globally. The continued integration of AI and data analytics is expected to lead to increasingly refined strategies and solutions, solidifying Coca-Cola's position as a leader in industry innovation.

Klarna.



The Breakthrough Solution: Klarna's AI Innovation

What challenges made Klarna turn to AI?

In today's fast-paced digital world, maintaining high-quality customer service while managing a high volume of interactions is a significant challenge. Klarna sought to address these issues by leveraging advanced technology to improve efficiency, accuracy, and customer satisfaction.

Solution it came up with:

To meet these challenges, Klarna introduced a cutting-edge AI assistant, developed in collaboration with OpenAI. This AI-powered tool was designed to handle customer service inquiries with enhanced speed and precision, aiming to transform the overall customer experience.

+87%

250,000

Klarna's internal generative AI adoption rate hits +87% among employees

Klarna's New AI Tool Does The Work Of 700 Customer Service Reps

*"We push everyone to test, test, test and explore," said **Sebastian Siemiatkowski, CEO and Co-Founder at Klarna.** "As Klarna continues to discover applications for OpenAI's tech, there's the potential to take the business to new heights. We're aimed at achieving a new level of employee empowerment, enhancing both our team's performance and the customer experience."*

Handling 250,000 inquiries, Klarna's groundbreaking integration of AI extends throughout all departments, including non-technical areas like Communications, Marketing, and Legal, which have achieved adoption rates of 93%, 88%, and 86%, respectively. These statistics highlight not only the adaptability of AI but also its significant impact on enhancing operations beyond technical roles, positioning Klarna as a leader in strategic innovation.

Unprecedented Success Metrics:

Since its launch, Klarna's AI assistant has delivered impressive results that underscore its effectiveness:



Rapid Adoption and Impact: The AI assistant quickly became an integral part of Klarna's customer service operations. Within just one month, it demonstrated a dramatic improvement in handling customer interactions, significantly easing the workload of human agents.

High Efficiency: The AI assistant managed to streamline responses to a substantial number of queries, showcasing its ability to handle a high volume of interactions efficiently. This reduction in response time has been crucial in enhancing overall customer satisfaction.

Accuracy and Personalization: Equipped with advanced language models, the AI assistant provides accurate and contextually relevant answers, ensuring that each customer receives personalized support. This precision has led to a noticeable increase in first-contact resolution rates

Conclusion

Klarna's integration of AI has significantly boosted operational efficiency and customer service, achieving impressive results like handling the workload of 700 full-time agents. However, the reduction in workforce and industry backlash highlight the need for a balanced approach.

While AI enhances productivity and financial gains, it also raises concerns about job displacement and employee satisfaction. Successful AI adoption requires not just technological innovation but also a focus on supporting and retaining employees to ensure sustainable and inclusive growth.



How Walmart's AI Revolutionized Product Data and Enhanced Customer Experience

850 Million

Walmart's AI Revolution—850 Million Data Points Transformed for Enhanced Customer Experience

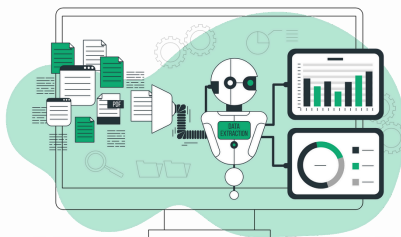
Doug McMillon, CEO of Walmart, reflects on the success:

"We're finding tangible ways to leverage generative AI to improve the customer, member, and associate experience. This technology is helping us deliver better service and more accurate product information, driving our commitment to excellence."

In the fast-paced retail world, staying ahead requires innovative solutions that not only streamline operations but also enhance customer interactions. Walmart, a global retail leader, has turned to generative AI to revolutionize its product catalog and customer experience. This case study explores how Walmart leveraged AI to process and improve 850 million data points, delivering significant benefits for both customers and associates.

From Data Overload to Insightful Action: Walmart's Quest for Better Product Information

Walmart faced a major challenge with managing and utilizing vast amounts of product data. Ensuring that this data was accurate and actionable was crucial for optimizing inventory management and improving customer service both in-store and online.



AI-Powered Precision: How Walmart Enhanced 850 Million Product Data Points

To address these challenges, Walmart deployed generative AI to overhaul its product catalog. By harnessing large language models, Walmart was able to create and refine over 850 million data points, significantly improving the accuracy and quality of its product information. This AI-driven approach replaced a process that would have required 100 times more manual effort.

Enhanced In-Store Efficiency: Associates now use advanced mobile tools powered by AI to quickly locate and manage inventory. This shift has transformed the previous "treasure hunt" approach into a streamlined, efficient process, ensuring items are promptly available to customers.

Superior E-Commerce Experience: AI has refined Walmart's online product displays and search functions. By combining customer intent data with improved product information, Walmart offers more accurate product recommendations and details, enhancing the online shopping experience.

Perfect Orders: AI tools are pivotal in Walmart's focus on "perfect orders," which measure the accuracy and timeliness of product delivery. This focus has driven double-digit growth in Walmart Plus memberships, highlighting the positive impact of better order fulfillment.

The Tangible Impact of AI on Walmart's Bottom Line

Reduced Manual Effort: AI has replaced the need for extensive manual data handling, driving operational efficiency.

Increased Customer Satisfaction: Enhanced product information and search capabilities have led to a better shopping experience.

Growth in Membership: Improved order fulfillment and customer experience have fueled notable growth in Walmart Plus memberships.



Swiggy's AI Revolution: Making Food Discovery Easy and Persona

Swiggy, a leader in the food delivery market, has harnessed the power of generative AI to revolutionize how users interact with their platform. Their innovative approach offers valuable lessons for any business looking to integrate AI effectively.

The Challenge: Too Many Choices, Too Little Time

Imagine browsing through a vast menu with millions of options but feeling overwhelmed. Before adopting AI, Swiggy faced this dilemma, where users struggled to find what they wanted quickly. Traditional search methods often left them frustrated, negatively impacting their experience.

The Game-Changer: Neural Search

To tackle this, Swiggy introduced a neural search feature powered by a Large Language Model (LLM). This allows users to ask natural, open-ended questions like, "What are some healthy lunch options?" and receive personalized recommendations instantly.

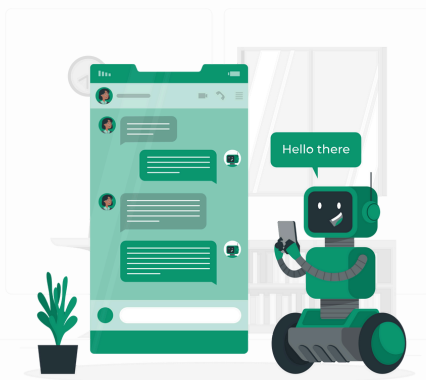
Swiggy chose to develop these AI capabilities internally, which provided several advantages:

Customization: Tailoring the technology to meet specific user needs.

Speed: Quickly iterating and improving features based on real-time feedback.

Happier Customers: With personalized suggestions, users now enjoy a smoother, more satisfying ordering experience.

Increased Engagement: Enhanced interactions lead to more frequent orders and higher retention rates.



Beyond Food Delivery: Expanding AI Applications

Instamart: Customers can also easily find groceries using conversational search, making shopping intuitive.

Supporting Partners: AI solutions streamline processes for restaurants and delivery partners, improving overall efficiency.

Looking Ahead: Continuous Evolution

Swiggy is not stopping here. Future plans include

Voice and multilingual capabilities are expanding AI accessibility to a wider audience, ensuring that users from diverse backgrounds can engage with the technology effortlessly. By supporting various languages and enabling voice interactions, Swiggy is making it easier for everyone to find what they need, regardless of their language proficiency.

Continuous enhancement of AI solutions allows Swiggy to adapt and refine its offerings based on the changing needs of customers. By regularly updating and improving these technologies, Swiggy ensures that it remains responsive to user preferences and market trends, ultimately delivering a more personalized and effective experience.

Takeaway: The Power of AI for Business

Swiggy's journey showcases the transformative potential of AI:

Enhancing Customer Experience: Personalized interactions drive satisfaction and loyalty.

Boosting Operational Efficiency: Streamlined processes benefit everyone involved.

Gaining a Competitive Edge: AI can set your brand apart in a crowded marketplace.

