

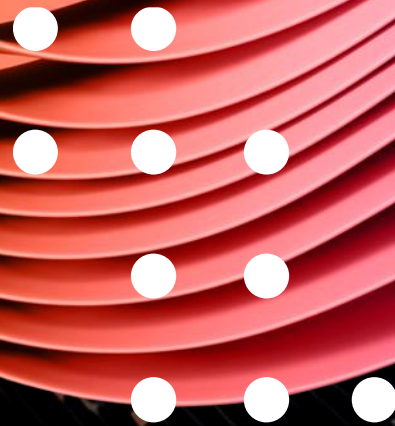


# **Embracing Gen AI: The Future is Now**





It's time to act,  
not tomorrow,  
not after the next  
quarter, but now.



# Applications

1

## Drive Revenue

Driving revenue by creating new value and capturing new/more customers.

- Conversational Commerce
- Ad Generation
- Customer Interactions
- Metaverse 3D Experience
- Public engagement / strategic communications

Examples

2

## Boost Productivity

Leveraging generative AI modalities to drive new efficiencies, accelerate existing processes, and enhance productivity.

- Software Code Generation
- Customer Service automation
- Test Case Development and Testing
- Training

3

## Disrupt Value Chains

Integrating generative AI to create new products, drive industry best practices, and possibly replace entire departments.

- AI-Enabled Drug Discovery
- Autonomous Mobility Simulation
- Investment Advice & Wealth Management
- Cyber Threat and Vulnerability Management



# The Strawberry SlideWriter

The Strawberry SlideWriter creates PowerPoint presentations in a fraction of the time, using the latest advancements in AI.

[Start creating](#)[How does it work?](#)

0:00



## How it works

Loom – Screen Recorder & Screen Capture is sharing your screen.

[Stop sharing](#)[Hide](#)

# Conversational Commerce at IKEA

## *Case Study*

Note: Image generated by Midjourney





From the long-list of 400 use cases,  
12 were short-listed for IKEA

## Long list of retail use cases

400

Collected various materials from global Deloitte network to create a long list of generative AI use cases in retail. This was narrowed down to use cases that are relevant for conversational commerce\*

## Conversational commerce focused only

150

The conversational commerce relevant use cases were then grouped according the core unmet need addressed, similar use cases were combined to create distinct use case clusters

## Use case clustres

15

The clusters were used to further identify what each distinct use case could look like if implemented in Retailer including with sample user stories, and core features

## Identified use cases

12

The use cases were then evaluated by RETAILER stakeholders and RETAILER subject-matter experts using the **Desirability – Feasibility – Viability** framework

## Proof of concept

1

1 use case has been selected for a proof of concept based on desirability (unmet needs), viability (incremental revenue), feasibility (available data sources)





Products

Customer service



# Hej! Welcome on our website, what are you looking for?

I am looking for a mattress for my child. He still wets the bed sometimes, so preferably something washable.

Let's start



A young man with dark, slightly messy hair is shown in profile, looking towards the left. He is wearing a black Adidas track jacket with three white stripes on the sleeve and the Adidas logo on the chest. The background is a blurred urban scene with buildings and a street sign.

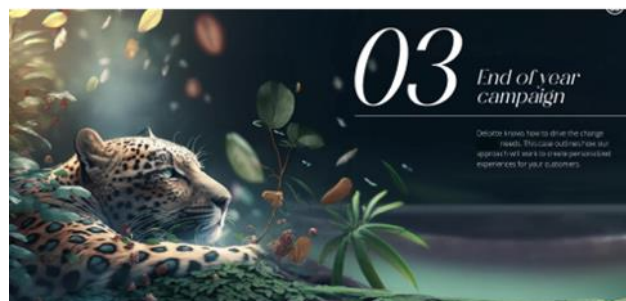
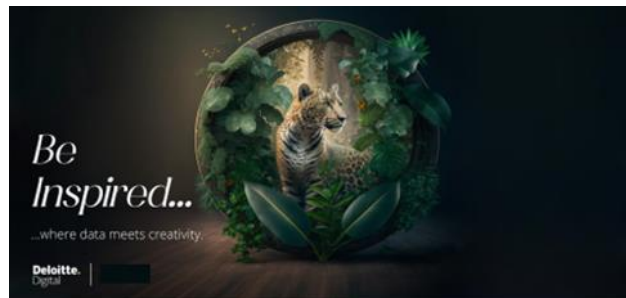
# Using AI for content creation & management

All adidas imagery is AI  
generated without retouching  
unless otherwise stated



# Igniting creativity with AI

## Insights and structuring for the perfect creative brief



## Stunning visuals to make the storyline, customer journey or mood come to life



## Perfecting the prompt to ensure art direction is in line with the brand

Prompt DNA example for text to images

framing	Film type	Film type	Subject
A close-up, black & white studio photographic portrait of a police man, dramatic backlighting, 1973 photo from Life Magazine			
Light, lens, camera		Year & usage context, style of...	



It's about telling a story that speaks to your customer

WHAT GOES IN



WHAT COMES OUT





Localize  
content



Paris



New York



Amsterdam



Berlin

# Deloitte's Generative AI Lab Series: Your Innovation Incubator

Deloitte's generative AI lab series will provide an immersive experience to learn and explore the potential applications of generative AI for your business. Since launched, we've learned something important. Each business is at different maturity levels on their generative AI journey; which requires more customization of the lab approach, agenda and topics.

Maturity

## Crawl

I've heard of generative AI but **I don't fully understand it.**

## Walk

I'm familiar with generative AI but **I'm not sure how to apply it to my business.**

## Run

I'm familiar with generative AI and I know what to implement, but **I don't know how to implement it.**

Recommended Approach

### Executive & Board Briefing

This **one-hour session** offers an overview of generative AI, covering its foundational concepts, associated risks, and industry-specific use cases that illustrate how it can drive innovation and enhance efficiency.

### Immersive Lab

This **one-day immersive lab** experience provides a collaborative space to explore and co-create potential generative AI use cases that matter most to your business, and then craft a way forward alongside Deloitte- industry SMEs.

### Generative AI Incubator

The incubator focuses on **rapidly scoping, testing, and piloting generative AI proofs-of-concept** in a safe environment to understand benefits, risks, and other considerations.





## Call to action



How will you harness Generative AI to **redefine customer experience and operational efficiency?**

What steps will you take to integrate Generative AI into **your business model to drive growth?**

How will you ensure that your Generative AI journey is **not just innovative, but also responsible and ethical?**



Thank you!

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