



AS Watson

YEAR OF
Kindness
MAKE 2♥24

GEN AI Challenge

To put a *Smile* on our customers' faces
today and tomorrow 😊



Generative AI - Guideline and Inspiration for Participants

YEAR OF
Kindness
MAKE 2♥24

Employ artificial intelligence, especially generative AI, to develop new, innovative engagement and loyalty models, as well as prototype solutions aimed at attracting, engaging, and deepening connections with the young audiences of Gen Z and the Alpha generation.



According to Malina Ngai, CEO of AS Watson (Asia & Europe)

*“Technology is vital for us to deliver the right
offline plus online (O+O) customer experience*

*We are committed to our customers to lead and shape the new
standard of retail for them, and have set our consumer-facing
and back-end technology investment priorities accordingly”*



Business

A.S. Watson Group



生意

shēng yi

立 : Determination

日 : Every Day

心 : Think from Customers' Perspective

Here are some inspirations to ignite your innovative spirit:

Personalized Experience Creation

Imagine AI that not only understands but also **anticipates customer preferences**. Consider AI models capable of generating personalized product recommendations or tailoring marketing content. Envision how these personalized experiences could transform a routine shopping trip into an exciting, individualized journey.

Compelling Narratives

Imagine AI that does more than communicate – **it tells a brand story, uniquely tailored to each customer**. Think of AI solutions that turn every interaction into a meaningful experience.

Sentiment Analysis

Think of AI **understanding and responding to customer sentiment**. Combine sentiment analysis with other customer data. This holistic view can lead to more accurate customer profiles and more effective, targeted loyalty programs.

Sustainability & Ethical Choices Tracking

For programs focusing on sustainability, **AI can track and reward customers' sustainable and ethical purchasing decisions, encouraging positive behavior**.



Here are some inspirations to ignite your innovative spirit:

Emotive AI Companions

Envision AI not just as a tool, but as a companion, one that understands emotions and reacts accordingly. Consider AI that **can read emotional cues and respond** in a way that deepens the bond between brand and customer in a retail setting.

Enhanced Customer Segmentation

Think about AI that **could segment customers more accurately** based on a wider range of criteria, including their online and offline activity. Think how it can enable more targeted and effective marketing strategies.

Data-Driven Insights

Think about using AI to **extract insights from customer data**, which can be used to predict trends, understand customer preferences, and connect with them on an emotional level.

Enhancing Online and Offline Retail

Your solutions can aim to enhance both online and offline shopping experiences. Consider how Generative AI can **bridge the gap between these two worlds**, offering a seamless and integrated customer journey.

Your Unique Vision

Think of your own approach and explore **how AI can be utilized to foster deeper, more emotional connections with customers!**

