Generative AI

Create uniquely individual products and experiences.

Generative Artificial Intelligence (AI) describes any type of AI that can be prompted in real time to produce new text, images, video or audio.

In fashion, it can customise clothing and footwear to suit individual body shapes and style preferences. Consequently, it has huge potential to enhance customer experiences within retail stores, as well as supporting retailer operations.

The technology is well on the way to becoming central to virtual retail assistants, interacting so convincingly that customers can enjoy realistic interactions—as if they were communicating with a human.

Indeed, individuality is what generative AI is all about. Retailers already use it to refine personal styling services, applying algorithms to match customers with clothing that fits their size and preferences, thereby revolutionising online shopping experiences.

And the use of AI in retail is continuing to grow. Research from IDC shows that 95% of retailers will test or invest in GenAI to enhance product data, customer support and other customer initiatives through 2027. And by 2028, 50% of retailers will offer AI-enabled recommendations to customers.[1]

1 Galer, S. (2024, May 28). 2024 Retail trends: Can GenAI deliver on the customer promise? Forbes. https://www.forbes.com/sites/sap/2024/01/17/2024-retail-trends-can-genai-deliver-on-the-customer-promise/

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Generative AI

The power of personalisation

Probably where generative AI will be most powerful is in the personalisation of customer experiences, using both current and historical data—such as browsing and purchases—to provide product recommendations and shopping experiences that improve the likelihood of a sale. Retailers can offer this through both in-person offers when customers are in the store, or through targeted offers online, helping to provide a unified, omnichannel experience.

This technology can also take things further, helping retailers offer spontaneous smart recommendations based on shoppers' previous purchases or online browsing data. It could recommend different clothing styles or colours that customers are likely to be interested in, or which the data shows will suit them. This can help to enhance the customers' experience and drive extra sales as a result.

By leveraging generative AI, you can create a more efficient and profitable business while providing a better customer experience. It can help you stay ahead of trends and create unique products that stand out in a crowded market.

How Verizon can help

Advanced in-store connectivity is essential for generative AI. The use of apps, sensors and cameras requires a robust infrastructure that can handle large amounts of data in real time. High-speed internet connections and reliable wireless networks are also needed to support the use of mobile devices and other connected technologies.

By providing such comprehensive connectivity, as well as the solutions and expertise to back it, Verizon is helping retail businesses to work—and look—smarter, applying the latest technology to deliver unique customer experiences that make their brand stand out from the crowd.

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