HKU ICB
Institute for China Business
香港大學中國商業學院

AI Enablers for Smart Retail and Intelligent Marketing

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创新型专业商管学院

New Factors of Production

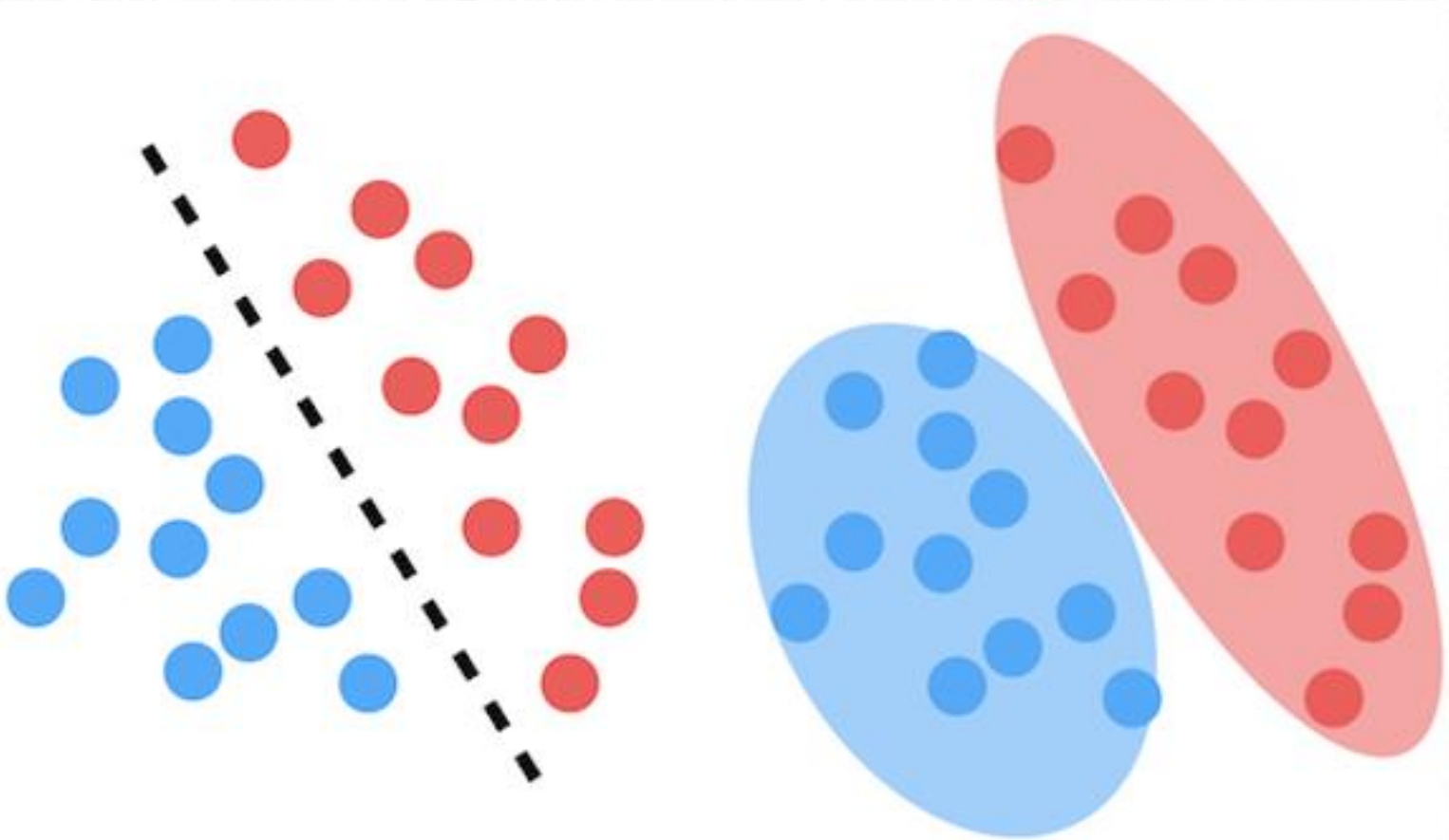
Data and Energy

New Standard Equipment

Artificial Intelligence

Discriminative/Predictive AI

Generative AI



Discriminative/Predictive AI

- For image classifications and groupings of customers
- Computations based on input data
- Supervised, unsupervised, and reinforcement learning
- Focus on specific conditions

Generative AI

- Generate new contents (text, image, music, videos)
- Make suggestions through incomplete data or self-generated samples
- Self-adjustments and self-learning
- Focus on the likelihood

Discriminative/Predictive AI

- Eligibility of awards
- Facial/ Sentiment Recognition
- Filtering of unwanted items

Generative AI

- Art Creation
- Mimic human thoughts
- Create synthetic data for testing

Quantitative Change

Qualitative Change

The New 4P of Intelligent Marketing

Prediction

Precision

Personalization

Perfection

The Effectiveness Criteria

Smart Retail

Front + Back

Customers	**Retailers**
Inspiration	Acquisition
Needs and Demands	
Consumption	Conversion
Experience, Effectiveness and Efficiency	
Engagement	Retention, Re-activation
Communication and Values	

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AI Enablers

Personalized Product Recommendations

Dynamic Pricing

Virtual Try-On and Fitting Solutions

Always on-line intelligent consumer service

Inventory Optimization

Fraud Detection and Security

Enhanced Supply Chain Management

Refined Customer Service and Chatbots

Creative Content Generation

Meitu (美圖) X Kiri Waffles (May 2024)

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- LLM of Meitu - MiracleVision
- Personalized cartoon AI doppelganger generated with uploaded photo
- Over 1.5 million usage since launch, revenue from new users

“AI 个性化体验助力品牌萌出圈, 看美图与 Kiri 如何玩出营销新花样” – 美图营销 20/6/2024
https://mp.weixin.qq.com/s/m88jRe7XsQo0Fjs8cv9WBQ

美图秀秀

Step:1

打开美图秀秀，首屏或二屏入口找到【AI写真】

Step:2

在热门TAB区，点击第四位【粒粒揭心意】进入参与入口

美颜相机

Step:1

打开美颜相机，点击右上角【AI写真】按钮

Step:2

热门TAB区，点击第四位【粒粒揭心意】进入参与入口

快来「揭」开你的Q版卡通分身，解锁"世另我"！

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Feeling frustrated as my flight just got cancelled and I have to be in an important meeting tomorrow morning.

Topic	Cancelled flight	95%
Sentiment	Negative	92%
Urgency	High	74%

DigitalGenius

AI SUGGESTED ANSWER

We understand your frustration and will do everything we can to help. A member of the team will contact you shortly.

Approve | Personalise

91% Confidence

KLM
Ask Atlas Ai
Let AI lead you to your
next destination

Robotic systems of KLM

- **Dec 2023:** Trial run of an AI robotic system to estimate food requirements for individual flights over the **next 17 days up to 20 minutes before departure**, to reduce in-flight food waste
- Reduced food waste by **63%** after a 3-month trial. Estimated annual savings of **110,000kg** of food on transcontinental flights from Amsterdam Airport alone.

watsons

Watson's
OMO (Online Merges Offline) Model

Online

Efficiency +
Convenience

Watson's App
Authentic, ample supplies

Tailored Consultation
One-on-one, product referral

Place Order/Appointment
No more queuing

65 million active users

vip

4,100 shops

On-shelf display

30-min Delivery

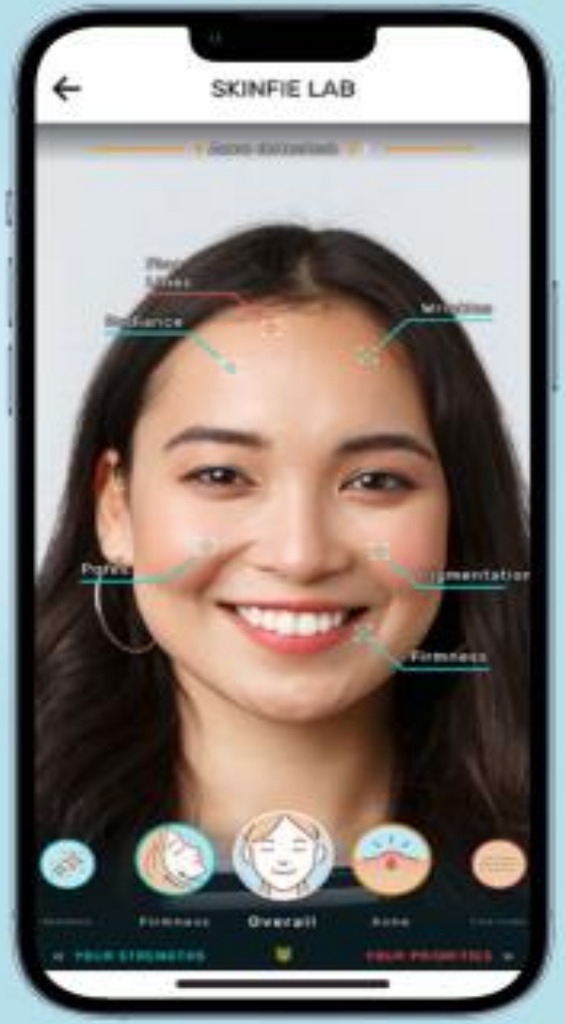
Enhanced Services

Trial before purchase

Offline

Emotion +
Service

步驟1
上傳自拍照



步驟2
回答一些簡單問題，
然後開始皮膚分析

步驟3
獲取個人化的皮膚
分析和產品推薦

Watson's AI eLab with 250 global employees

- Collaboration between coding specialists, retail technology experts and shopping behaviour experts in Hong Kong, London and Milan
- Tagging customers and products to improve recommendations
- **Colour Me: 妝可愛** virtual make-up and achieve a 5x increase in sales
- **Skinfie Lab: 智美肌** analyses 16,000 selfie images to identify different facial skin characteristics and recommend the right skincare products.
- **Foundation Finder: 智能粉專** recommends foundation shades based on facial data and simulated preferences

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Robot Assistant Temi

- Move around the shop, interact with customers, navigate to find products
- Point out misplaced items based on photos of shelves and instruct staff to make corrections
- Quickly determine stock levels of over 9,000 products in the store.
- Solve problems and give advice in a natural tone of voice based on chat keywords.
- Next phase of development: ‘Guess Your Favourite’

Digital Agent 屈先森
- Taiwan (June 2023)

STARBUCKS

Integrated AI Strategy of Starbucks

Some Suggestions

- Consumers centric, Omni-channels
- AI is unavoidable
- Identify the biggest pain points and match with the corresponding AI function
- Start with single modal model
- Make the benefits visible to internal
- Need a new culture to embrace changes and develop new skills
- Data Policy – IOT data collection, centralized data platform, data driven strategy, data security.
- Nurture super agents and save them from repetitive tasks
- Further enhancement of brand and product differentiation, ESG, etc.

The journey of a thousand miles begins with a single step

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