




Powering and  
protecting brands  
with *generative AI*





Consumer goods and retail companies can leverage generative AI's (GenAI's) ability to transform customer experiences – but must always safeguard their brand.

Superior engagement experiences in the CPR sector lead to happy, loyal customers, and repeat business. Savvy Consumer goods and retail companies understand the link between excellent customer experiences and competitive advantages – so it's no surprise most are excited by the prospects of using

GenAI to create innovative ways to engage with consumers.

But while the potential benefits are huge, consumer goods and retail companies must ensure the right governance and guardrails are in place to protect a critical asset: the brand itself. A well-articulated GenAI strategy will enable enterprises to identify, build, and deploy use cases that deliver significant benefits while protecting the firm's brands from unnecessary risks.



*Consumers driving  
GenAI adoption*

*Advantages across  
the value chain*

*Start preparing  
– now*

*Safeguarding  
the brand*

*Elevating the  
possible through  
true personalization*



# Consumers driving GenAI adoption

GenAI builds upon the ability of artificial intelligence to analyze data and make predictions. It's able to learn and adapt in ways once reserved for human intelligence – for example, by combining multiple instructions from a company's team members with the organization's data to rapidly generate new text, images, audio, and video.

Over the past year, many consumers have experimented with ChatGPT, DALL-E, and other publicly available GenAI applications. As the Capgemini Research Institute notes in [Why consumers love generative AI](#), their impressions have been overwhelmingly positive – and consumers now expect the same, sophisticated level of engagement with business applications such as chatbots.

These attitudes are making their presence felt in the corporate world. In a related Capgemini report, [Harnessing the value of generative AI](#), 93% of executives in the consumer goods and retail industry surveyed confirmed this technology is a priority in the boardroom. What's more, 63% of those surveyed at retail organizations said their company is already using GenAI to improve current customer-service strategies.

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## Advantages across the value chain

To improve customer-service strategies, technology companies and GenAI platform providers are collaborating on new, enterprise-class solutions that support use cases specific to Consumer goods and retail organizations while providing the security, governance, and scalability that enterprises require. Use cases can deliver

- Adapt to compete use cases help consumer goods and retail companies boost productivity and agility through automating activities and augmenting workforces to boost efficiency and effectiveness.
- Unlock channel growth use cases help these organizations engage with consumers and partners in a more meaningful manner.
- Lead with purpose use cases help consumer goods and retail firms become more resilient and sustainable, and enable these companies to help their supply-chain partners and customers do the same.

advantages across the value chain. Most can be organized into one of three key themes.

Here are some use-case examples that demonstrate the power of GenAI.

A multinational consumer packaged goods company is using a GenAI-powered solution to improve the online search experience for consumers. It draws insights from products, keywords, search results, and elsewhere to create high-quality, search-optimized content, and streamlines the approvals process. This helps the organization improve its search rankings, which in turn boosts consumer consideration for online or offline purchases.

A consumer products organization and its brand designer collaborated to customize jars of a popular breakfast spread. GenAI quickly produced seven million distinct jar label designs, all anchored by the brand's highly-recognizable lettering. The jars were marketed via a dedicated campaign and sold out within a month.

A clothing company that already uses AI to make recommendations to customers is experimenting with GenAI to create images of clothing on demand, based on customer preferences for color, fabric, and style.

An automotive retailer uses GenAI to streamline the creation of text summaries for its car information pages. This quickly provides customers with meaningful content while also boosting search rankings.



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## Start preparing – *now*



There's little doubt that GenAI is going to transform the CPR sector. It's essential for organizations to embrace this change and prepare for its introduction into their business.

This starts by articulating a solid vision for GenAI's role in the company. This should include a roadmap for its introduction that's designed from the outset for scalability across the enterprise.

A company must also ensure it has the right talent on its team to manage GenAI. If not, the firm must engage with a strategic partner that understands both the technology and the specific subsector in which the business operates. For example, food, clothing, and sports equipment are all consumer products – but each has unique needs and any partner must demonstrate it understands what those are.

To work effectively, GenAI must ingest massive amounts of data from across the company's ecosystem. Therefore, the enterprise must have the right platform in place to build secure, reliable, and scalable solutions while protecting data privacy.

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## **Safeguarding *the brand***

Companies must also implement the proper governance structure to ensure GenAI solutions are responsible and ethical. While maintaining values is important in every sector, Consumer goods and retail companies must also pay particular attention to brand presentation and reputation. Proper guardrails are required to protect the integrity of key elements of the company's brand, such as logos and product packaging. The good news is the tools exist to do this.



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## *Elevating the possible* through true personalization

Every customer would love to be treated by brands as a unique individual; receiving personalized service that is informed by the context of the interaction, regardless of the channel over which the engagement occurs. Until now, large consumer brands were simply not able to do this – but GenAI is making it possible.

To help Consumer goods and retail companies create and execute a successful GenAI vision, Capgemini has established partnerships with all major GenAI platform providers and other technology companies. Capgemini leverages this technology expertise – plus its own experience as a strategic technology partner to companies in the

CPR industry – to design, deliver, and support GenAI strategies and solutions that are secure, reliable, scalable, and tailored to the unique needs of its clients.

This work includes the data platforms GenAI runs on, the large foundation models and enterprise-specific knowledge models that GenAI relies on, the guardrails that protect data and govern its use, and the design and deployment of business use cases that are feasible and will deliver tangible outcomes.

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## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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