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BRIDGING THE GAP BETWEEN AI-DEAS AND REALITY

Insights on AI technology | CES 2024



From Intel, to L'Oréal, to Samsung and more, every major player at CES 2024 had one thing in common: a bullish stance on AI.

However, a gap emerged on the show floor between AI goals and actual AI-integrated products and tangible results. While several automakers announced plans to integrate generative AI into in-car experiences, and major brands revealed generative AI-powered chatbots and tools, many "AI-powered" innovations were simply AI-washing—products marketed as powered by AI that really weren't.

What this shows is a golden opportunity for consumer products brands to differentiate themselves through not just true AI innovation, but AI that's "people-first."

There are three key problem areas in the consumer products industry where AI can make a definitive impact this year: workforce education and retention, individualization and, finally, integrated customer and consumer journeys.



While AI is just as big as the next industrial revolution, it's really less about what our technology is called and more about what it can do for people: your employees, your customers and your consumers.

*- Sabrina McPherson, Senior Managing Director,
Management Consulting, North America*





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Building a corporate-GPT

What's missing from the solutions landscape

As the consumer products industry continues to transition to remote work, employees seeking knowledge in sales support, marketing content creation, warehouse safety and more will rely heavily on digital channels for knowledge. The speed at which they can access and implement this knowledge will make or break the balance sheet.

The upside of a “corporate-GPT” tool, or an internal, proprietary version of ChatGPT, is significant for consumer products firms. In [a first-of-its-kind economic study](#), the least skilled and experienced customer service employees at a Fortune 500 software firm increased productivity by 35 percent using a generative AI-based assistant.

“Corporate-GPT” solutions crowded the CES 2024 showroom floor—but no one booth, company or approach stood out as an essential partner for consumer products brands building their own. Brands like [Walmart](#) announced a generative AI tool for associates, taking a test-and-learn approach as they scale their platform. On the other hand, some “AI solutions” at CES masqueraded as major innovations but were merely ChatGPT with a new UX and more efficient integration.

But building a corporate-GPT application isn't as simple as dumping data into a solutions provider or large language model and rolling it out. According to [a Publicis Sapient survey](#), only 30 percent of global consumers have used a generative AI tool, and only 21 percent trust its outputs.

Employee trust, accessibility and adoption are the most underrated factors of corporate-GPT implementation. An integration partner that understands your sector and use cases is key, but what's more important is your overall employee workflow, experience design and ethical guardrails.



● The data strategy behind individualization

Intelligent data processing to make real-time decisions

“Personalization” has been the golden standard for customer and consumer experiences on the CES showroom floor since CES 2014—but most firms haven’t moved from data capture to synthesis and productization. In fact, [Gartner predicted five years ago](#) that 80 percent of marketers would abandon personalization efforts by 2025, due to a lack of ROI. As it turns out, generative AI is changing that.

At CES 2024, several third-party AI solutions emerged to not only bridge the gap between personalization ideas and reality but also move from personalization to individualization. This means using generative AI to create content for unique marketing segments, but actually for one-to-one engagement. From Disney’s new suite of tools for advertisers to optimize creative in real time based on context, to “emotive AI” that analyzes speech and facial expressions during sales calls to recommend the next move, advanced AI models are able to filter and synthesize real-time data quickly enough to individualize in real time.

For consumer products brands, it’s still challenging to figure out exactly how to get first- and third-party data, even with advancing AI tools. A few strategies emerged on the show floor, such as L’Oréal’s BEAUTY for Each consumer platform that will provide individualized beauty diagnostics and AI-generated recommendations from consumer data. Samsung’s generative AI-enabled smart home products are allowing the brand to synthesize and process consumer usage data, like food and beverages in the fridge, and use those insights.



The future is integrated everything

Technology ecosystems that go beyond AI models

Another age-old golden standard for consumer products is “seamless experiences.” While the idea is certainly not novel, the scale and pace at which it’s been implemented at CES 2024 is worth noting.

What’s driven this change?

Easier access to sensors and IoT technology, leading to more integrated devices and the realization that businesses must partner to deliver end-to-end integrated experiences.

At CES 2024, partnerships dominated, anywhere from open source AI models to data-sharing to software ecosystems between brands—all of which fueled more connected and seamless experiences. Commercial technology partnerships allow businesses to play where they have the specific expertise.

Open source code, and transparent technology innovation in general, is also fueling success. [Google even predicts](#) that by 2025, four in five enterprise developers will be using some form of curated open source code. OpenAI’s open source large language model used to build ChatGPT is a good example.

While AI-integrated devices were somewhat limited at the conference this year (we were intrigued by [the Rabbit R1](#), a new AI device ditching apps for a conversational interface), lots of brands introduced more integrated consumer experiences.

[Qualcomm](#) and [OliverIQ](#) exemplified this collaboration at CES 2024 in new ways. Qualcomm’s hardware for software-defined vehicles taps AWS, Meta, Salesforce and JP Morgan for integrated features like in-vehicle payments. OliverIQ is uniting dozens of smart home devices under one app by partnering with Google and Amazon for functionality.

In the future, even more integrated experiences, like one personal assistant across all of our devices and apps, or a refrigerator integrated with data from a wearable, will be possible.



Our recommendations for 2024

Your AI strategy post-CES

From employee-centric corporate-GPTs to AI-powered IoT and content creation tools, there are many large language models (LLMs) and AI platforms for consumer products brands to take advantage of. The first step is developing a consolidated strategy to identify and prioritize the highest-value opportunities.

AskBodhi: AskBodhi is a Publicis Sapient solution for rapid AI deployment leveraging AWS. From individualized marketing content to engaging product descriptions, AskBodhi's "Glass Box" design lets you customize and integrate effortlessly. Leverage its scalable data processing, secure API integration and award-winning Bodhi platform for seamless development to production.

There are two things many brands lose sight of in this strategy creation that are important to keep in mind: starting with employees and optimizing consumer data records.

Use employees, not customers, to unlock value: Don't neglect your employees. Kickstart your business-ready generative AI with employee-centric use cases. Solving their problems first will equip them to better serve customers.

Optimize consumer data records: Before deciding where to test and learn with generative AI, investigate customer and consumer profiles to find opportunities to maximize attributes. Integrating sources of third-party or first-party data, like public records or new engagement channels, is essential to building a more intelligent AI/ML model.





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SABRINA MCPHERSON

Senior Managing Director, Management Consulting, North America
Sabrina.McPherson@publicissapient.com



NATHAN THOMPSON

Senior Director, Consumer Electronics Lead, Consumer Products
Nathan.Thompson@publicissapient.com

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