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# THE FUTURE IS SERVED

Insights on AI technology | CES 2024





From food waste detectors to transparent and individualized kiosk screens, every major travel and dining innovation at CES 2024 had one thing in common: AI.

However, a wide gap emerged on the show floor between AI ideas and AI-powered products. The AI landscape, and particularly the generative AI landscape, has a long way to go to reach maturity.

This provides a golden opportunity for travel, hospitality and dining brands to harness AI in a way that's not only scalable, but people-first.

There are three key use cases we observed at CES 2024: the corporate-GPT, AI on the edge and individualized content. We'll break down the current state opportunities and challenges we've noticed and how restaurants, hotels, airlines and airports can approach them this year.





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# Building a corporate-GPT

What's missing from the solutions landscape

Generative AI enterprise solutions dominated CES 2024 booths and keynote sessions, but there was one thing missing from the platforms and tech we saw: the employees. New platforms varied in novelty and complexity; many “AI solutions” masqueraded as major innovations but, once stripped down, were merely ChatGPT with a new UX.

It's not a surprise that businesses are embracing ChatGPT for themselves and building internal workflow applications with generative AI. 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. In this case, productivity was defined as the number of customer service chats that associates were able to resolve in an hour, the share of chats that were successfully resolved and the time it takes an agent to handle one individual chat.

In a customer service-focused industry like travel, hospitality or dining, the revenue impact of generative AI assistants is even more pronounced, but most brands are still in the discovery phase.

Why? Creating a corporate-GPT isn't as simple as dumping data into a custom solutions provider and integrating your internal platforms. 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.

Trust is critical to AI adoption.

Employees—their trust and their adoption—are the most underrated factors of corporate-GPT implementation. People are not just wary of AI, they're scared, and very few solutions acknowledged this reality.



# Understanding AI on the edge

Local processing to make real-time decisions

The explosion of AI at CES also made its way into physical devices: IoT technology that can run generative AI applications “on the edge.” From AI food scanners that can prevent food waste, to in-cabin cameras that can detect passenger identity, to transparent hotel kiosks that can render guest information, the use cases in this area are significant, but in very early stages.

Edge, or on-device AI, has several benefits, such as enhanced security and data privacy, faster processing speeds, enhanced personalization and potentially lower costs and energy usage.

While edge AI isn’t new, edge generative AI is.

At CES 2024, we started to see edge generative AI use cases come to life, mostly in concept form, for automotive and real-time environmental response and workforce devices (logistics tablets) to better manage battery and signal efficiencies. With generative AI, IoT devices can adapt to real-world responses and reactions over time to develop a unique experience for different users.

This real-time environmental response is significant for travel and dining brands. For quick-service restaurants, edge AI can streamline orchestration on the food line from stock management to kitchen operations to delivery systems. For airports, edge AI can process passport data locally, rather than sending it to the cloud. While cloud processing might take 30 seconds to a minute, edge processing is instant.

This concept of a more seamless travel or dining journey is not new, but the proliferation of AI chips and software for IoT devices that we saw means that connected journeys are becoming more practical, scalable and engaging.



# ● The data strategy behind content individualization

How AI is helping now

“Personalization” has been a buzzword at CES for decades—but most firms haven’t moved past demographic segmentation to one-to-one engagement. In fact, [Gartner predicted five years ago](#) that 80 percent of marketers would abandon personalization efforts by 2025, due to a lack of ROI. Generative AI has changed that.

At CES 2024, third-party generative AI tools emerged to not only make content more personalized, but actually individualized. From Disney’s new suite of tools for advertisers that optimize creative in real time based on context, to “emotive AI” that analyzes speech and facial expressions during sales calls, to content creation tools that turn a written prompt into a video ad, new custom generative AI models are able to filter and synthesize data quickly enough to individualize in real time.

While fewer physical consumer products at CES 2024 were generative AI-enabled and ready for scaling (aside from [the Rabbit R1](#), a new AI device ditching apps for a conversational interface), generative AI-powered experience interfaces for customers are slowly becoming the new norm. In a [Publicis Sapient survey](#), 45 percent of consumers who had used a generative AI tool like ChatGPT said they’d be very or extremely likely to use a similar assistant for travel and hospitality shopping.

As tools improve and become less likely to “hallucinate,” or misinterpret data and output illogical responses, we expect that the percentage of marketers using generative AI to create text and video, as well as customers embracing AI assistants for shopping, will drastically increase.





# Our recommendations for 2024

Your AI strategy post-CES

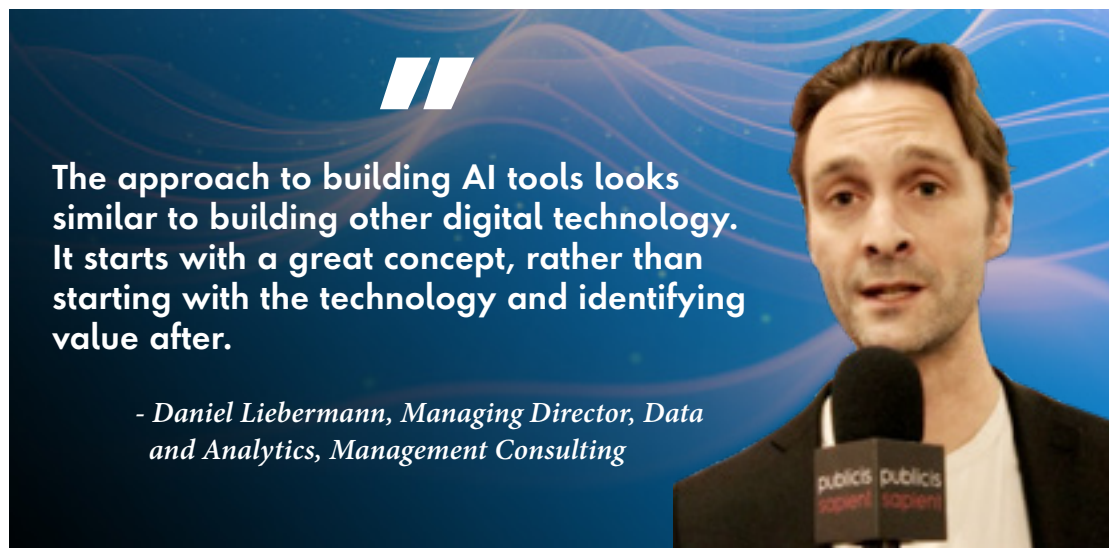
From employee-centric corporate-GPTs to AI-powered IoT and content creation tools, there are many large language models (LLMs) and AI platforms for travel and dining brands to take advantage of. The first step is developing a consolidated strategy to identify and prioritize the highest-value opportunities.

**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 customer 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 customer data records:** Before deciding where to test and learn with generative AI, investigate customer 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.





## LET'S CONNECT

Publicis Sapient is building AI solutions for hospitality and dining brands powered by our unique SPEED formula. Our approach combines strategic growth and business value, modern digital product thinking, next-generation customer experience, engineering, data and AI, all while leveraging our premier partnerships with Microsoft, Google, AWS and OpenAI.



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