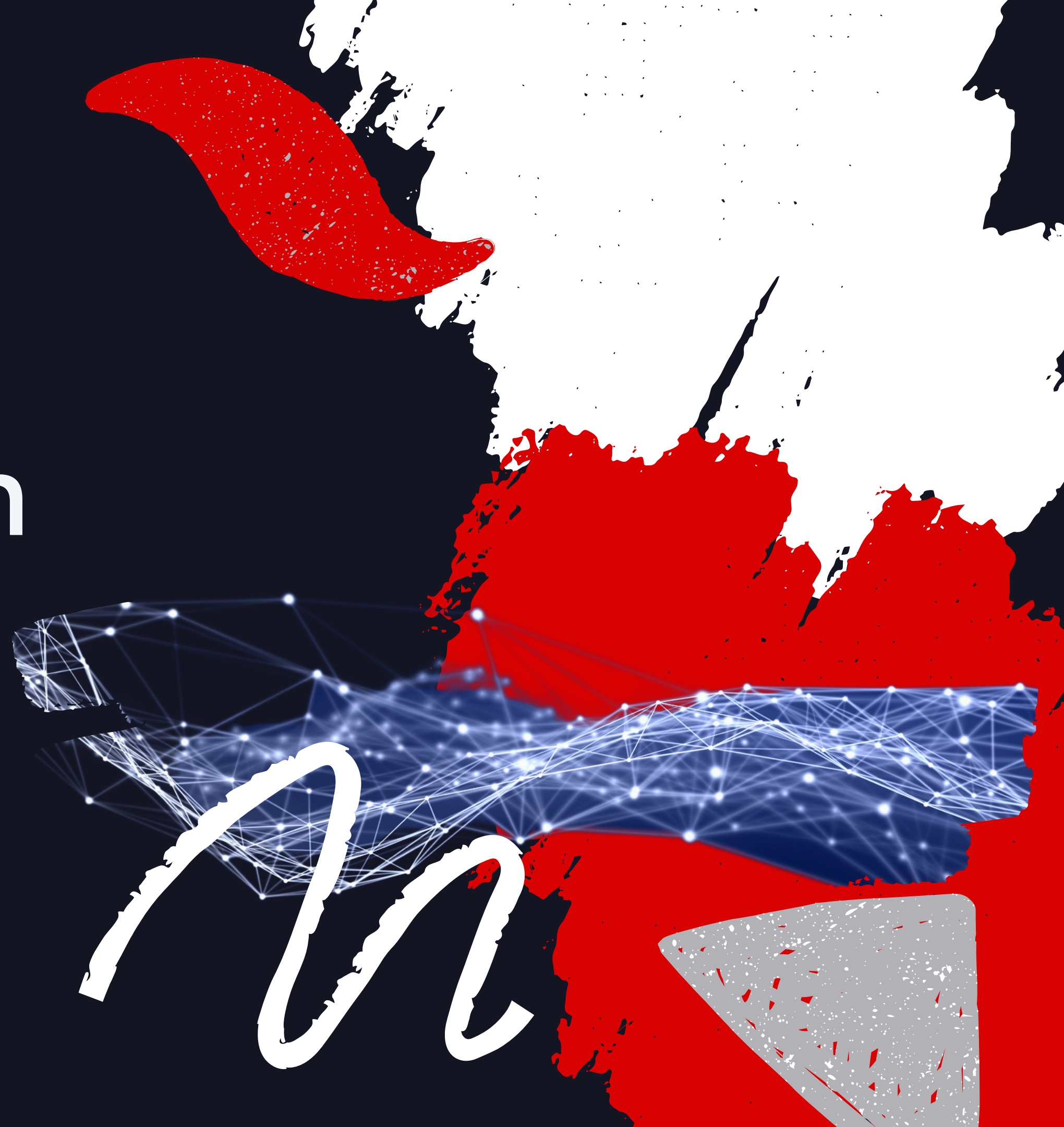


Revolutionizing Customer Experience with Gen AI & IoT

Opportunities & Risks

Kowin Kulruchakorn

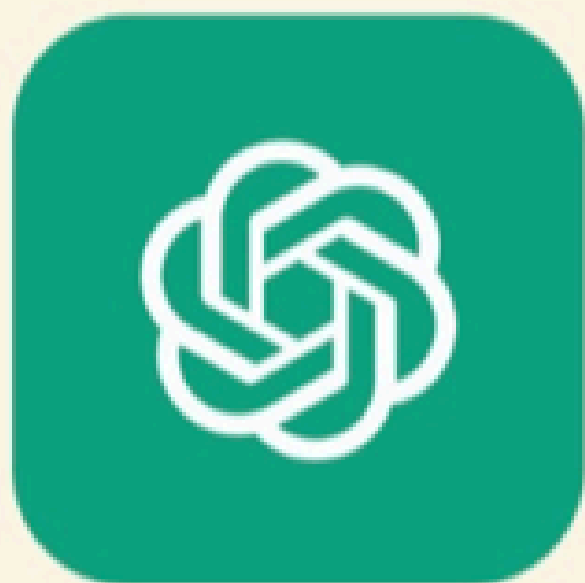
Head of Innovation
Central Retail Digital







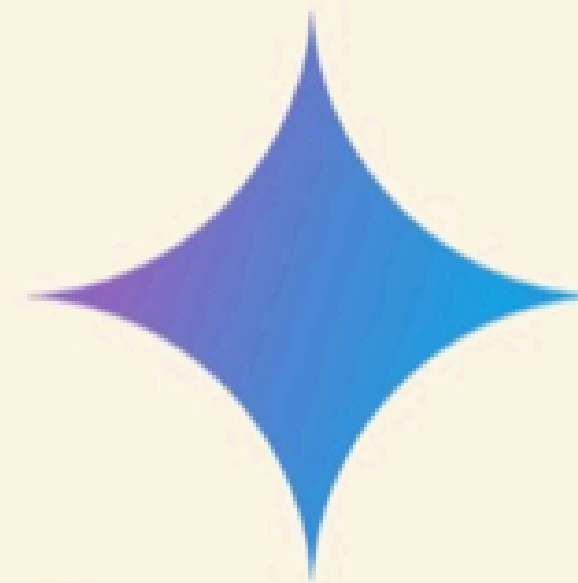
ChatGPT



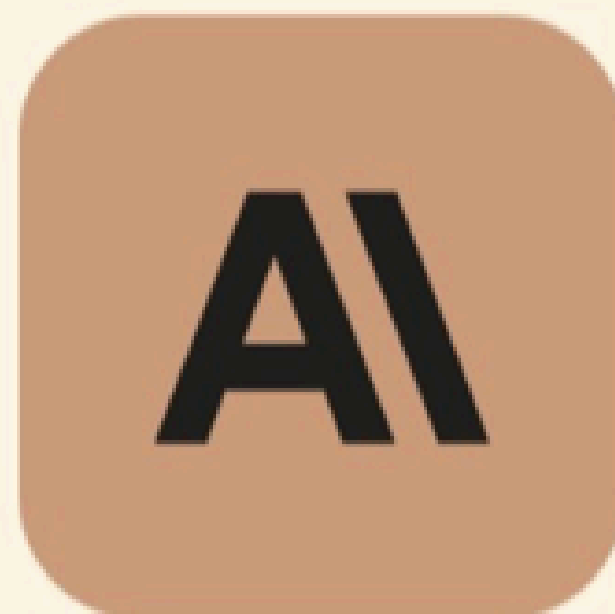
Copilot



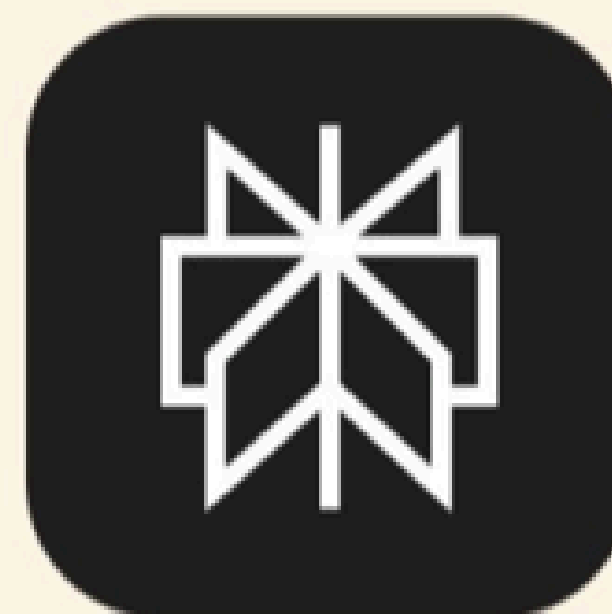
Gemini



Claude



Perplexity



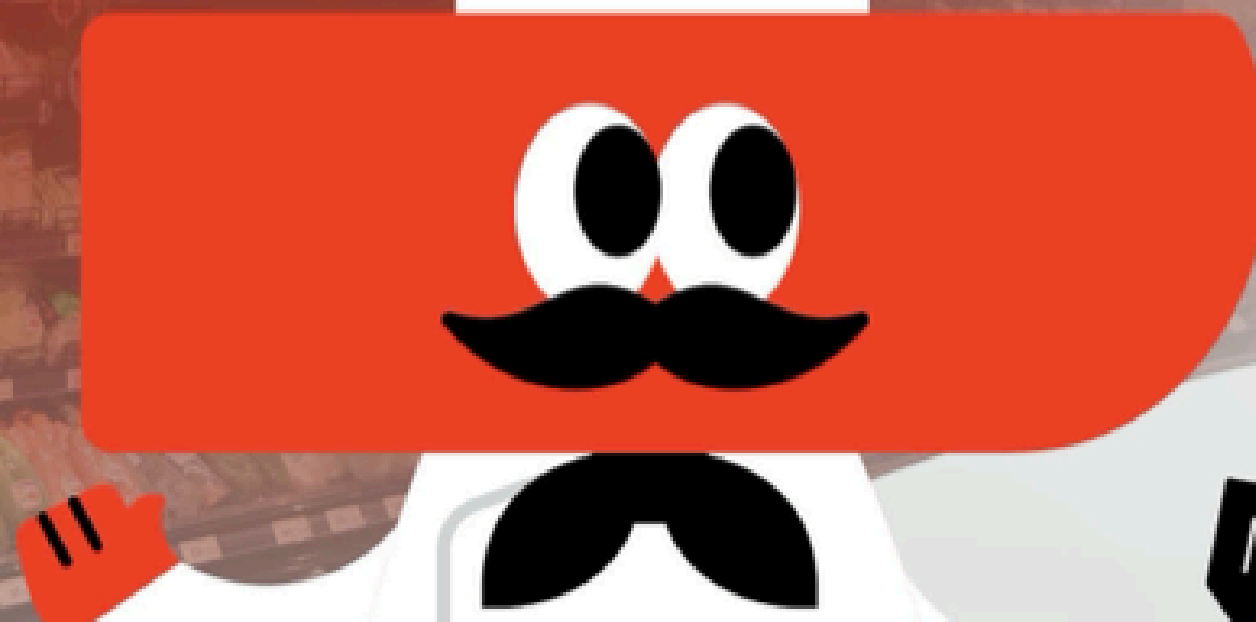
Tops Enhances Customer Service
with **Generative AI-Powered**

Tops CHEF BOT

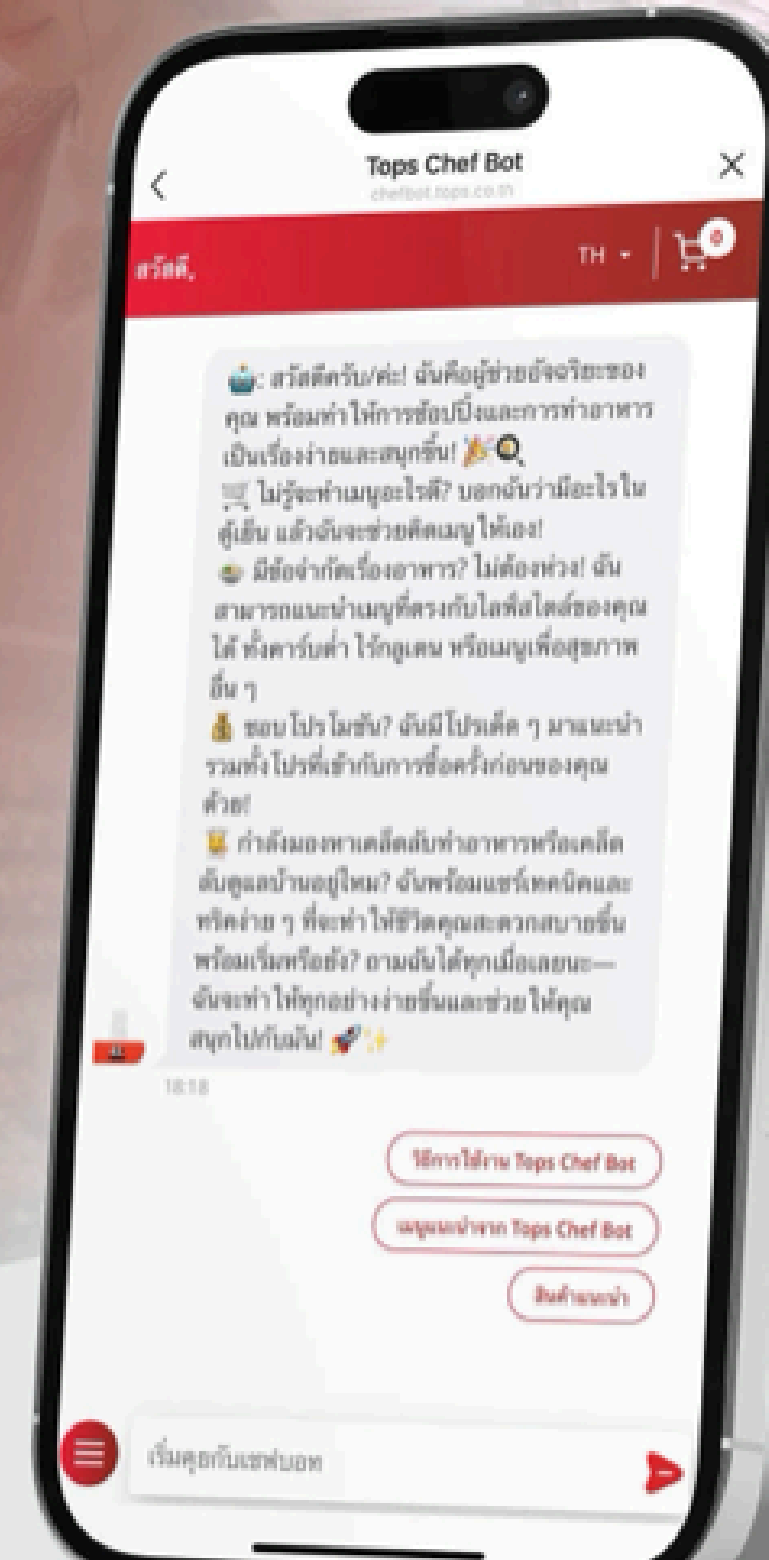
CENTRAL
Food Retail Group

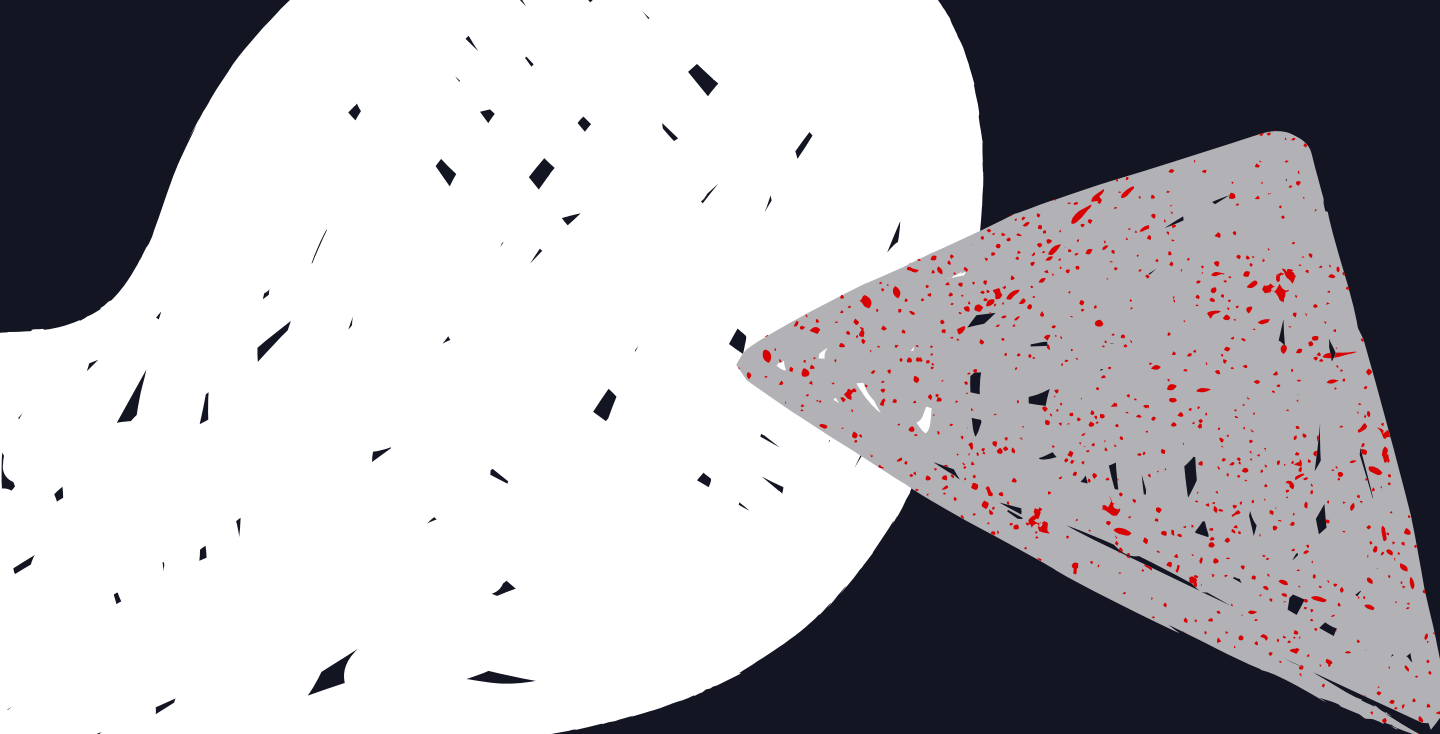
CENTRALRETAIL
DIGITAL

Google Cloud

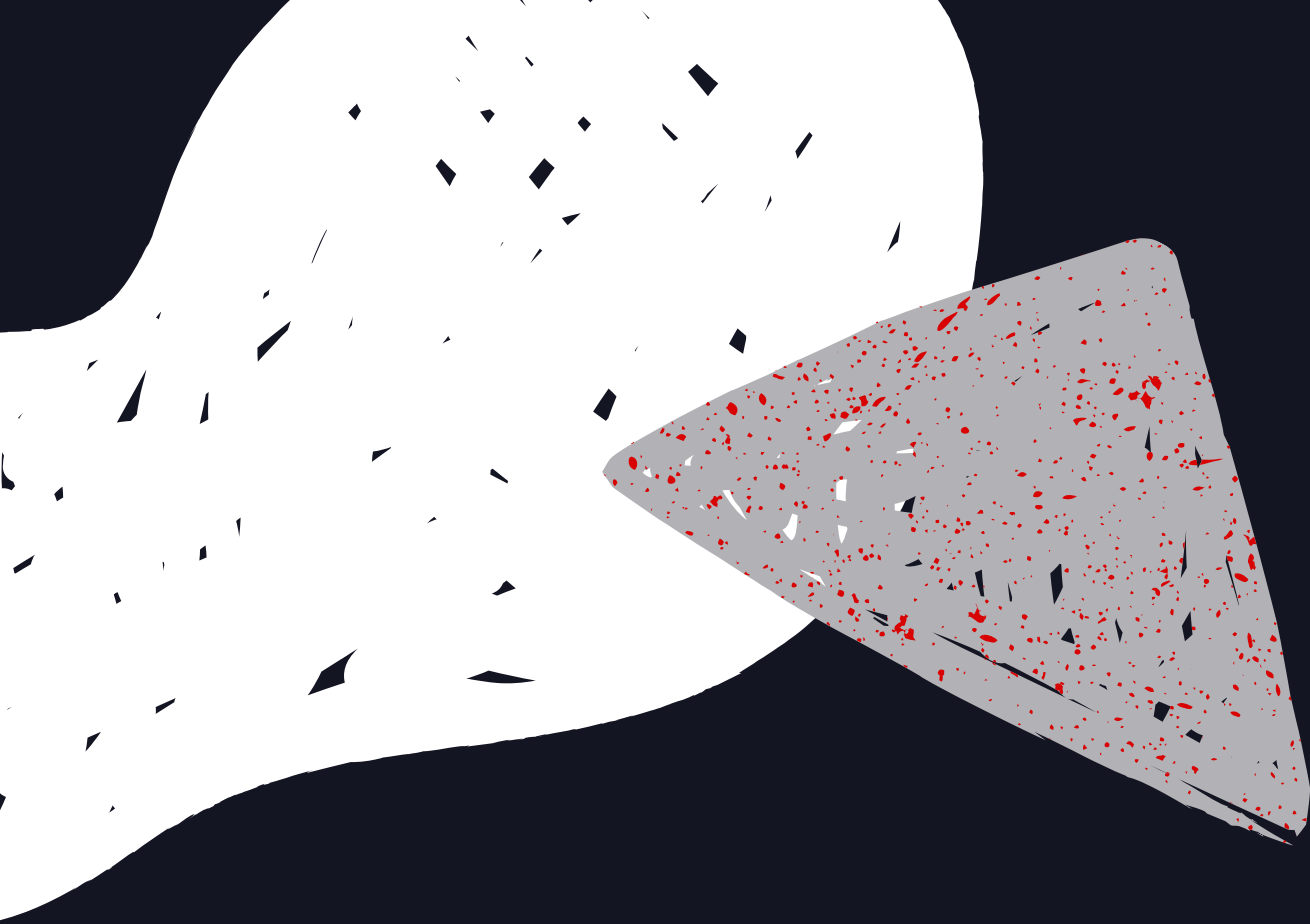


CENTRALRETAIL





AI-driven recommendation engines, like Amazon's, are cited to generate over 35% conversion by creating unique, hyper-personalized experiences



80% of customers are more likely to shop with brands offering personalized experiences (Epsilon, 2024)

IoT can reduce retail operational costs by 15–20% (Gartner, 2023)

Real-World Impact

GenAI-powered chatbots can handle 70% of customer queries (Forrester, 2024)

Risks & Challenges

Data Privacy & Security

- IoT devices collect sensitive customer data (e.g., location, behavior)
- GenAI can inadvertently expose proprietary data if not secured
- Risk: Data breaches, GDPR/CCPA violations

Customer Trust

- Over-reliance on AI can feel impersonal; 60% of consumers distrust AI-generated content (Edelman, 2024)
- IoT tracking may raise privacy concerns

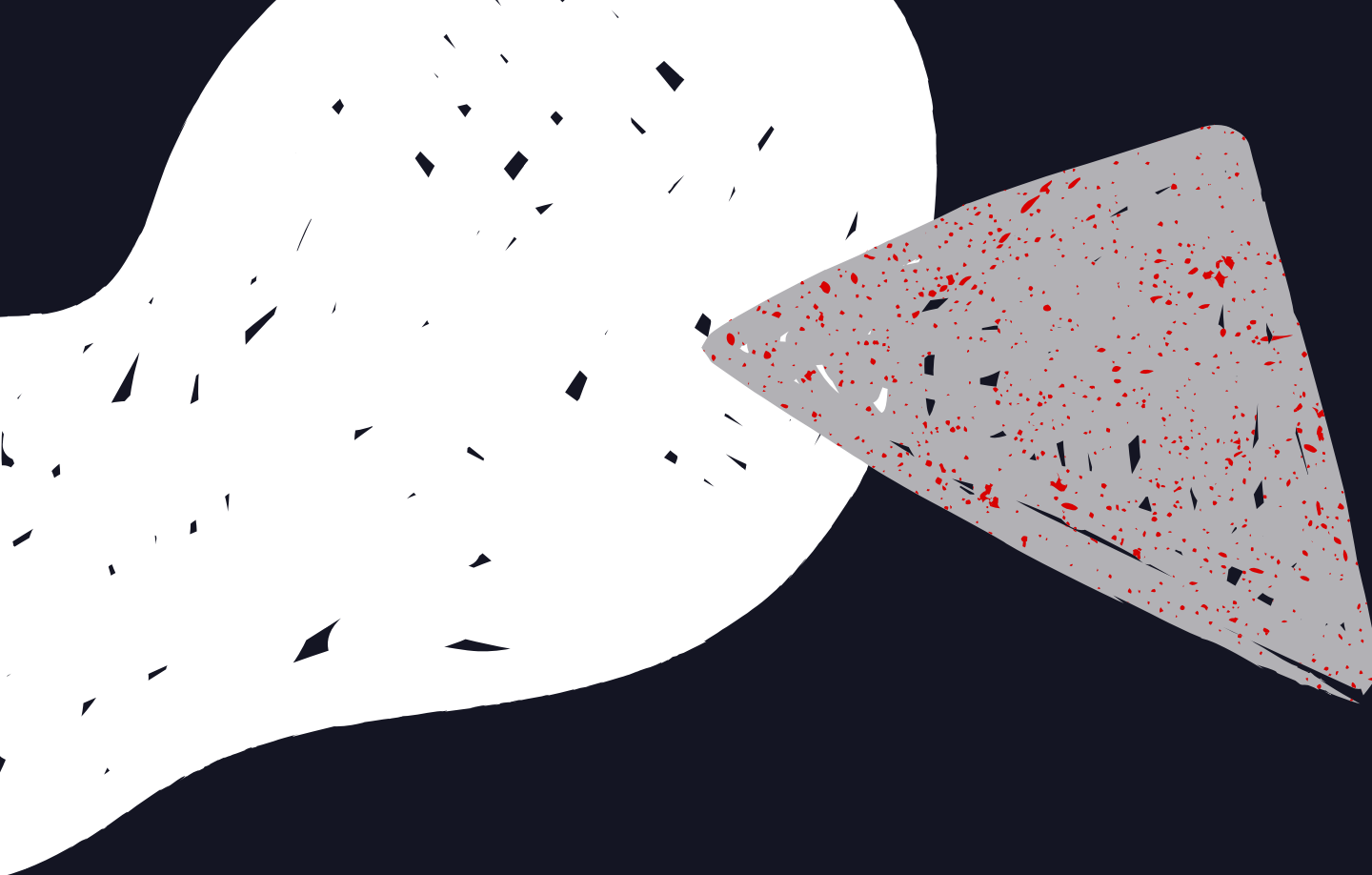
Implementation Costs

- High upfront investment for IoT infrastructure and AI training
- Small retailers may struggle to scale

Technical Challenges

- Integration with legacy systems
- AI biases or errors in generated content





CASE STUDY



DYNAMIC PRICING



SMART SHELVES



Hijack (Ambush) Marketing

Strategies for Success

Start Small

- Pilot IoT in one store or use GenAI for specific campaigns (e.g., email personalization)

Prioritize Data Security

- Encrypt IoT data, comply with regulations, and be transparent with customers

Blend Human & AI Touch

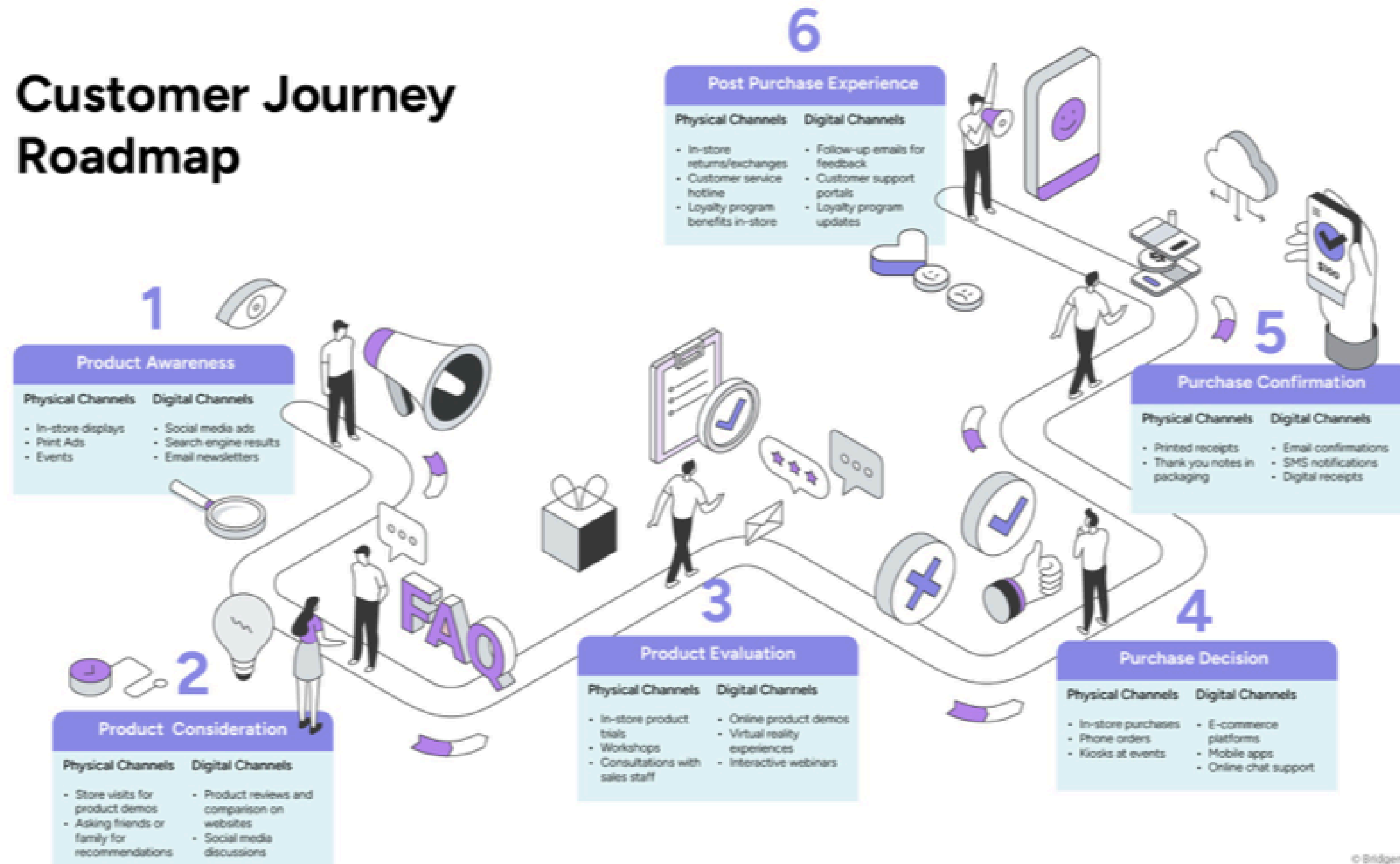
- Use GenAI for efficiency but maintain human oversight for trust

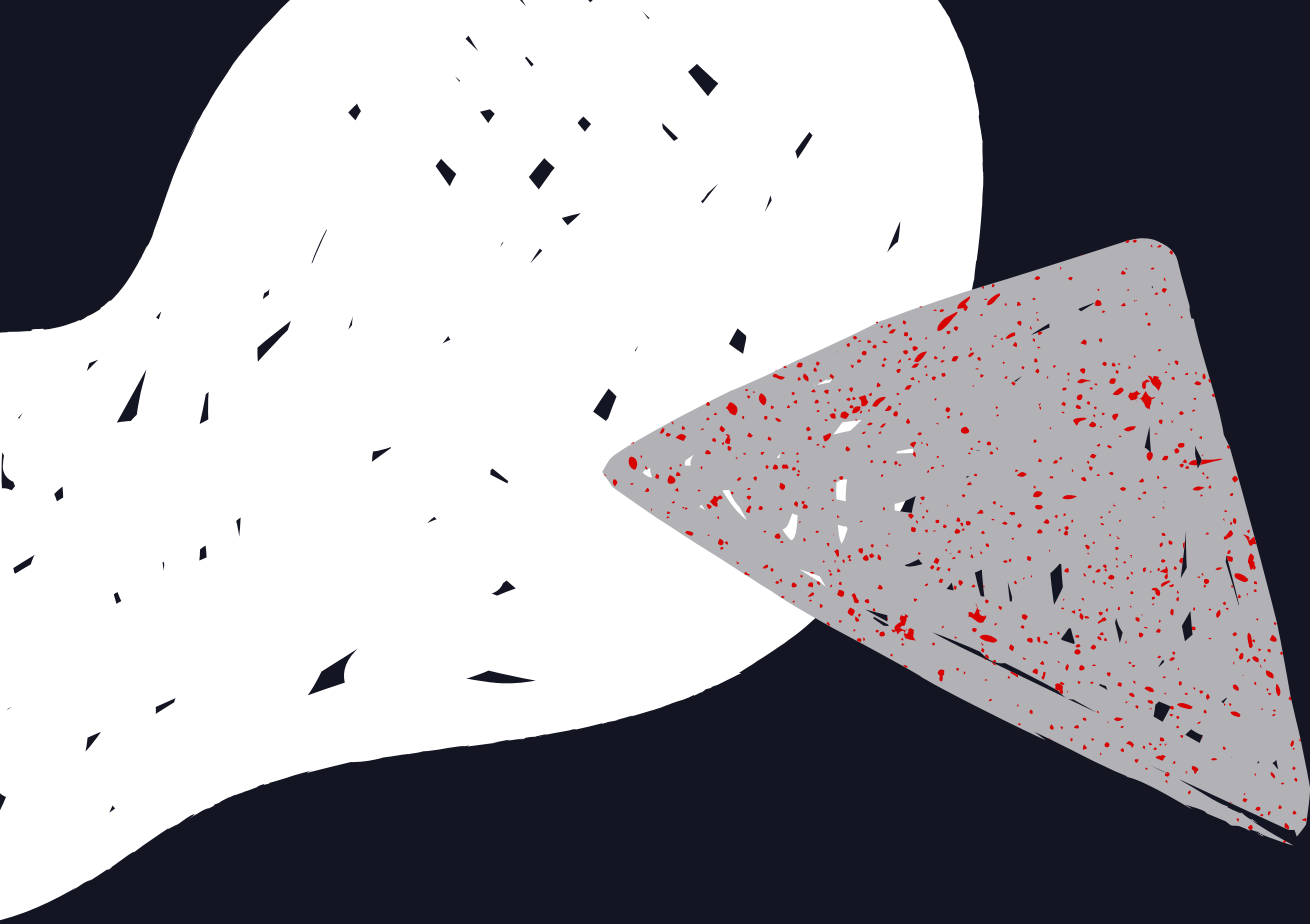
Monitor & Iterate

- Use A/B testing for AI campaigns and IoT deployments to optimize performance



Customer Journey Roadmap





Garbage In, Garbage Out

Generative AI and IoT unlock personalized, efficient retail experiences

Risks like privacy and costs must be managed strategically

Start small, prioritize security, and blend human-AI interactions

Key Takeaways



Thank You