

RESEARCH FINDINGS

How Executives are Using Data and AI to Reimagine Customer Engagement

RETAIL & CONSUMER GOODS



Generative AI adoption and data utilization are key topics for businesses. AllCloud's report, "How Executives are Using Data and AI to Reimagine Customer Engagement," explores how organizations align data across cloud platforms to achieve customer engagement goals.

This snapshot highlights findings specific to the retail and consumer goods industry, providing insights into their progress and opportunities in leveraging data and AI.

Unlocking the Potential of AI in Retail & Consumer Goods

82% of retail and consumer goods organizations shared that they have established their data and AI strategies, but they are not on par with other industries for achieving results in customer engagement and/or experience.

Of those who said they already have data and Al strategies in place, respondents said they've seen improvement in five categories: Lower than the report results, **77%** of those same organizations report seeing some to a lot of value from leveraging AI.

82%

of retail & consumer goods respondents said they have data and AI strategies in place





63% A lot of value 777960 have seen some to a lot of value 7% Little/no value

The Roadblocks to AI for Retail & Consumer Goods

Consistent with the report, concerns about security or privacy and lack of talent are the leading reason retail and consumer goods companies avoid developing an AI strategy.

What factors are the biggest roadblocks to your organization from embracing an AI strategy?

27%

Security or privacy concerns

27%

Lack of talent to take advantage of AI

25%

Not wanting to upend current workflows and processes

20%

Difficulties integrating with legacy systems

10%

Data is poor quality

Despite hesitations, most organizations are still leveraging AI on a regular basis for their data proceses.

71% are using AI for data processes daily/weekly

Data All Along the Customer Journey

Retail and consumer good organizations are ahead of the report curve when it comes to improving their customer insights with AWS and Salesforce, achieving a higher level of value.

Alongside their data and AI strategies, leading retail and consumer goods organizations are leveraging AWS and Salesforce for their customer journeys.

Of those using both AWS and Salesforce, 95% engage in sharing data between the platforms, which is consistent across all industries in the report.

How have your customer insights changed since sharing data between AWS and Salesforce?

74%	21%	
said their customer insights have greatly increased	said they've slightly increased	



of retail & consumer goods respondents report using data to gain deeper insights into their customers, the second highest industry amongst the report.

About AllCloud

AllCloud is a leader in amplifying organizations' cloud potential through data and Al integration. With a track record of hundreds of successful implementations across AWS and Salesforce, AllCloud has developed strategies and solutions that enable businesses of all sizes to remain at the forefront of innovation.

As an AWS Premier and audited managed services Partner, and Salesforce Consulting partner, AllCloud provides comprehensive cloud journey support, from initial implementation to ongoing management through our Engage Managed Services. Our expertise ensures that clients remain aligned with ecosystem best practices while focusing on their core business growth.



About the report

The How Executives are Using Data and AI to Reimagine Customer Engagement report is based on an AllCloud global survey of 237 business owners and executives in the United States, Germany, and Israel. The margin of error for this index is +/-3% and the confidence level is 95%. Confidence level is the probability that the sample accurately reflects the attitudes of the population. The industry standard is 95%.

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