AllCloud

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.

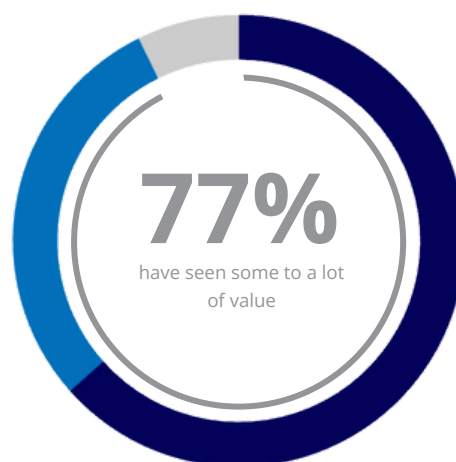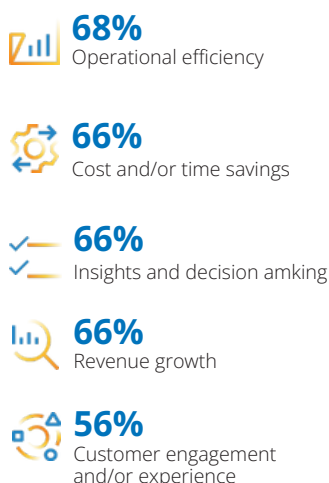## Unlocking the Potential of AI in Retail & Consumer Goods

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 AI 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

68%
Operational efficiency

66%
Cost and/or time savings

66%
Insights and decision amking

66%
Revenue growth

56%
Customer engagement and/or experience

77%
have seen some to a lot of value

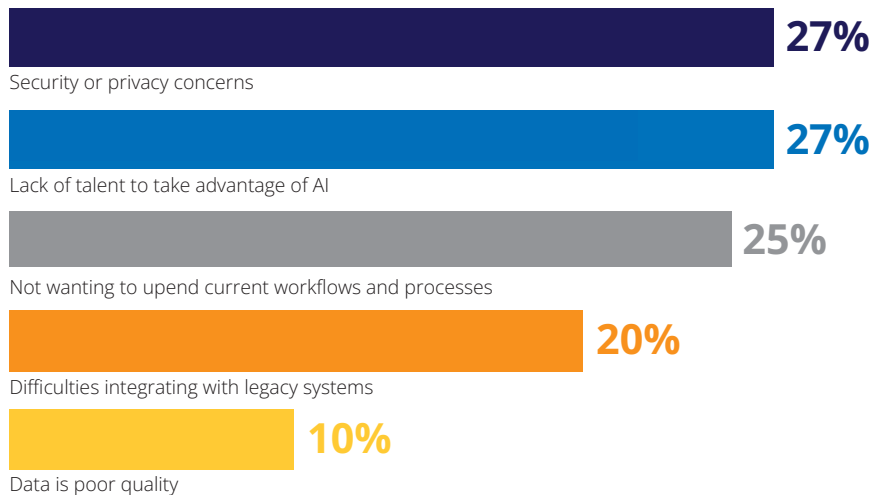**63%** A lot of value

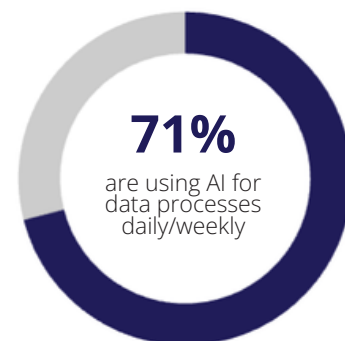**29%** Some value

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.

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

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

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%
said their customer insights have greatly increased

21%
said they've slightly increased

75%

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

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