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# Transforming commerce with GenAI

Embrace the technology inflection point

The commerce landscape is at an inflection point when it comes to the transformative possibilities of Generative AI (GenAI). By driving revenue, cost, and time efficiencies—coupled with the elevated customer experiences that drive loyalty and retention—GenAI can create benefits for both commerce organizations and consumers.

## Potential GenAI benefits

### COMMERCE CUSTOMERS

| Engagement | 👍 Improved digital commerce | 👍 Improved onboarding & renewal | 👍 Better omnichannel consistency | |
|---|---|---|---|---|
| Revenue | 👍 Increased average order value | 👍 Reduced cart abandonment | | |

### COMMERCE ORGANIZATIONS

| Speed to market | 👍 Faster decision making | 👍 Faster catalog creation | 👍 Increased content enrichment speed | 👍 Increased available-to-promise inventory |
|---|---|---|---|---|
| Deliver efficiency | 👍 Workflow automation | 👍 Increased productivity through output | 👍 Improved partner collaboration | |

Specifically, the potential of providing more targeted, personalized experience at scale for today's customers presents a clear business imperative for commerce leaders.

As the pressure has mounted for organizations to do more with less—while simultaneously exceeding the rising expectations of consumers—GenAI can help to innovate digital channel interactions that can result in increased engagement, loyalty, and conversion.

**69%**

69% of consumers say that they're more likely to purchase from a brand that personalizes experiences.

**1.8x**

There is a 1.8x greater likelihood that customers purchase new products and services when content is personalized.

**2.0x**

Personalization leaders were 2x as likely to exceed revenue goals compared to their less-mature counterparts.

Whether your focus is B2B or B2C commerce, reaching customers in a targeted way is both time and resource intensive. GenAI implementation can help scale the delivery of more fine-tuned, personalized experiences and the support they receive throughout the customer journey.

As commerce leaders evaluate potential use cases for using GenAI, they should consider not only business value, but also its implementation feasibility and potential impact on brand trust. Aligning resources across your organization to understand whether you are AI-ready is essential. Priority commerce use cases blend viability, feasibility, and trustworthiness all at once. Below are some questions to ask yourself before implementing GenAI.

## Consider...

**VIABLE**

1. Does it add value to the commerce organization?
2. Does it present opportunities to save costs and/or drive growth?
3. Does it enable more personalized experiences for customers?

**FEASIBLE**

1. How complex is it to implement?
2. Do we have the existing capabilities and resources across people, process, data, and technology to deploy and scale AI effectively?

**TRUSTED**

1. Will the trust of our employees and customers be impacted?
2. Have we established ethical safeguards to ensure compliance with legal and regulatory policies?

## GET IN TOUCH

As a leader in the market for commerce transformation projects, we understand the personalization and scaling potential of GenAI tools. Learn more about what Deloitte Digital's commerce transformation and GenAI implementation capabilities can do for your organization by getting in touch to the right.

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## ABOUT THE RESEARCH

The information presented in this report highlights results from a survey of 500 business executives who are responsible for personalizing the customer experience at US business-to-consumer companies, plus 1,000 adult consumers who had interacted with a brand online or through an app in recent months. The survey was conducted December 2023–January 2024. Unless otherwise noted, the statistics and insights highlighted in this report are based on that research survey.

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