



The Transformational Power of AI

Welcome to the Conversational Economy

March 2024

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Topics

- 1 The Transformative Power of AI
- 2 The Dawn of the Conversational Economy
- 3 Mastering the AI-Powered Conversation - Use Cases
- 4 The AI-Driven Future: Getting Started & Adapting the Org.
- 5 We've Got This. Let's Go!



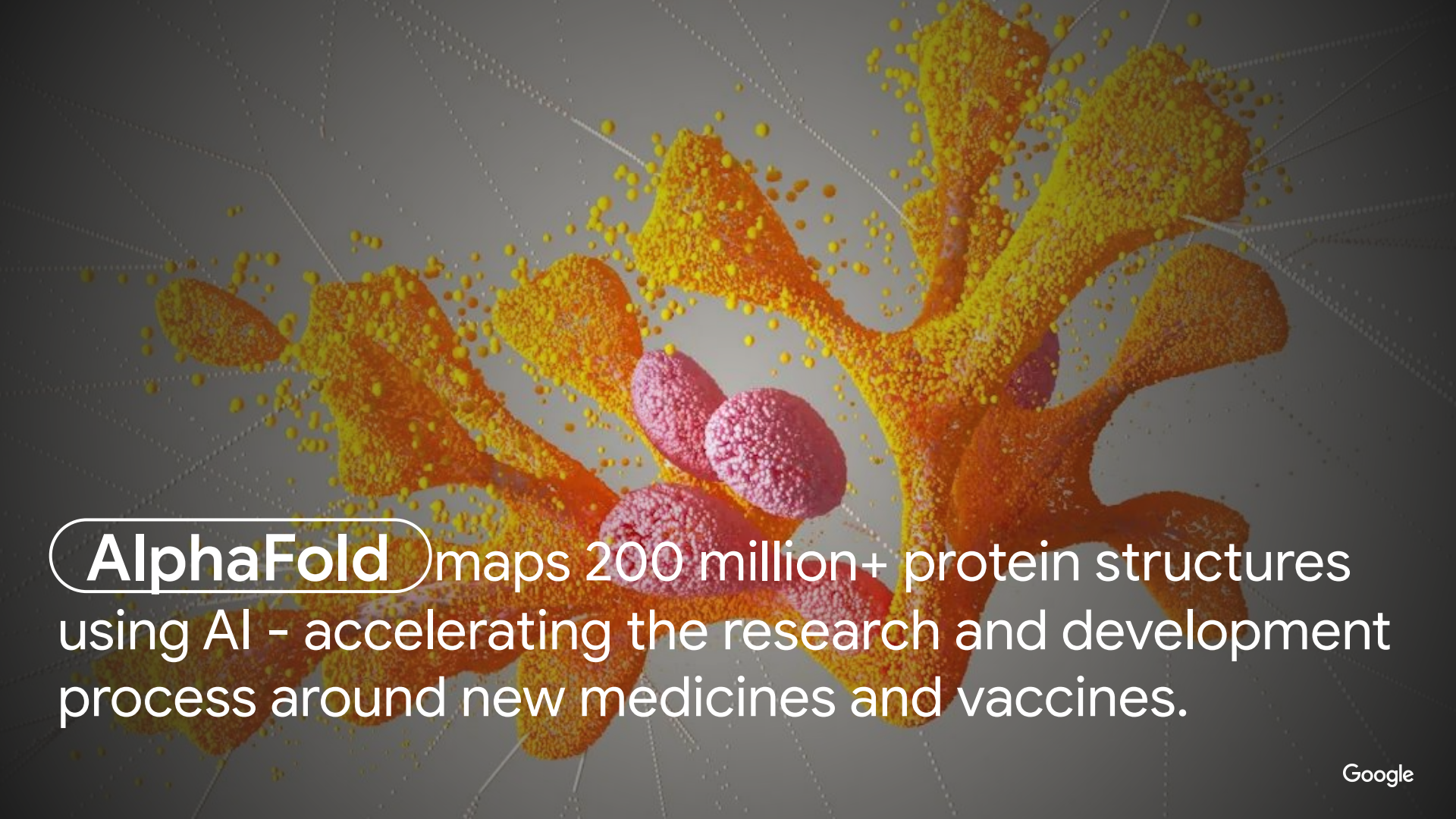
01

The Transformative Power of AI



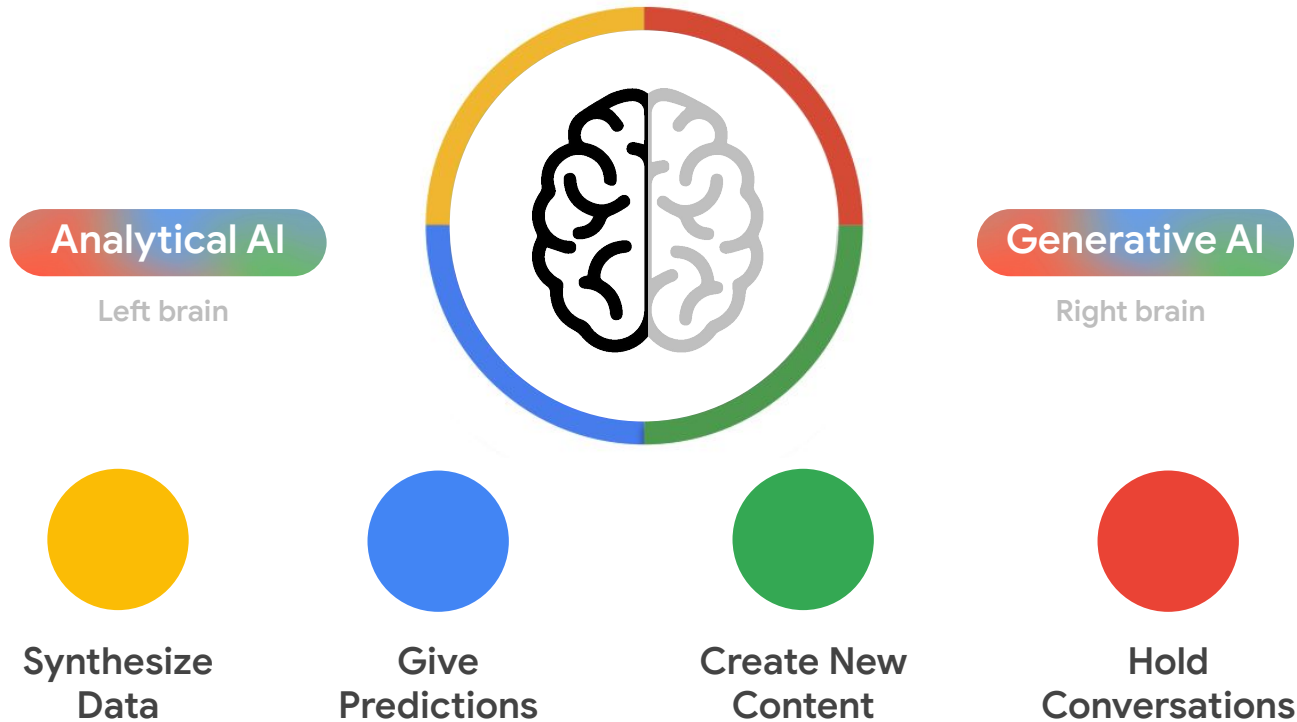
AI Helps Us Daily

From solving
important global
problems, to
supercharging our
enterprises and the
tools in our pockets



AlphaFold maps 200 million+ protein structures using AI - accelerating the research and development process around new medicines and vaccines.

Analytical AI vs Generative AI

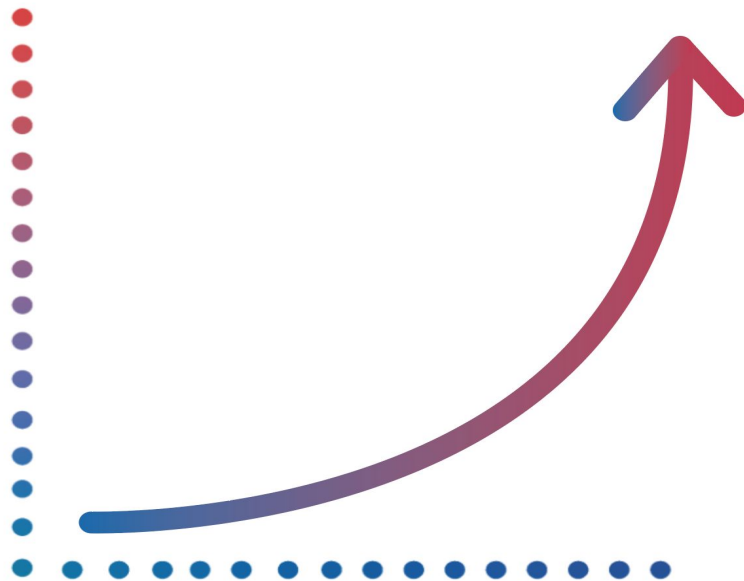


02

The Dawn of the Conversational Economy

Traditional Search is Changing

Query lengths and visual searches are
continuously increasing



We Are Asking More Complex Questions...

🔍 miami weather in may



🔍 online dresses with 2-day delivery



🔍 dresses in breathable fabrics



🔍 trending spring dresses



🔍 what colors are trending right now



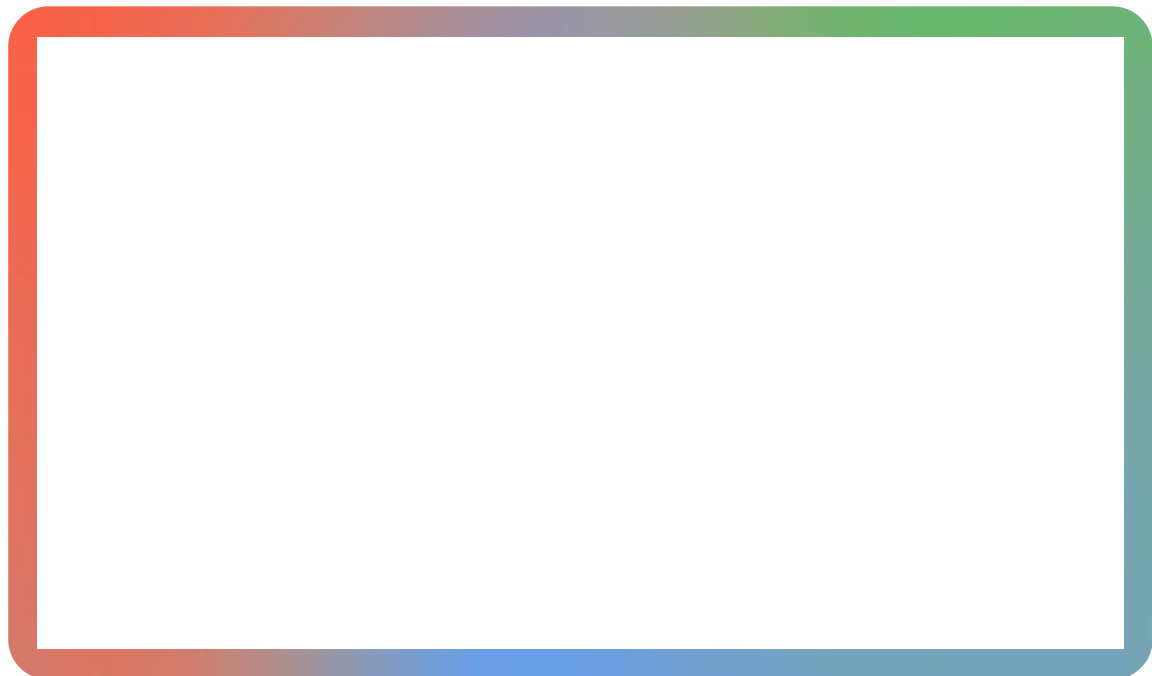
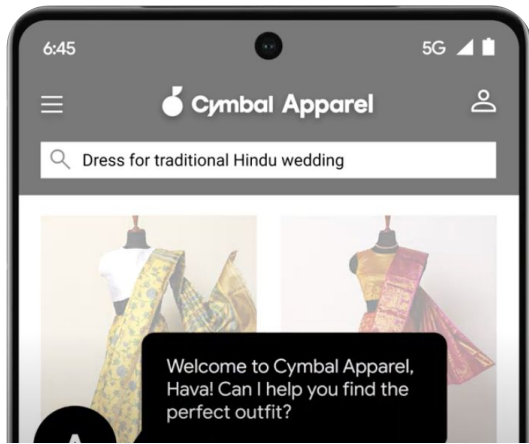
🔍 dress code for outdoor weddings



Dress for an outdoor wedding in Miami in a trending colour with 2 day delivery

Before we get going, can you tell me a little bit more about the event?

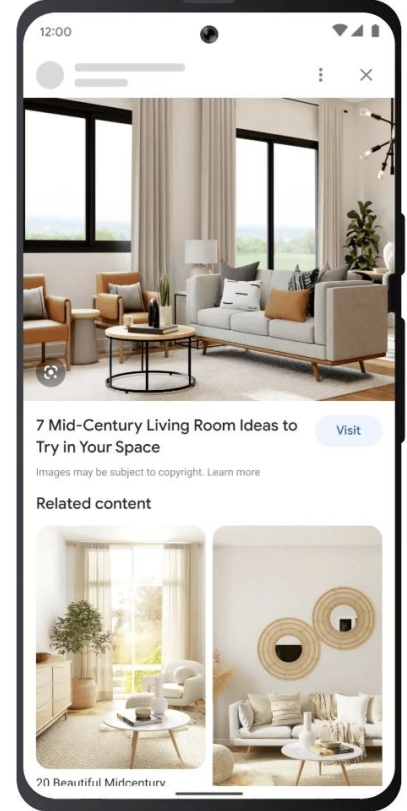
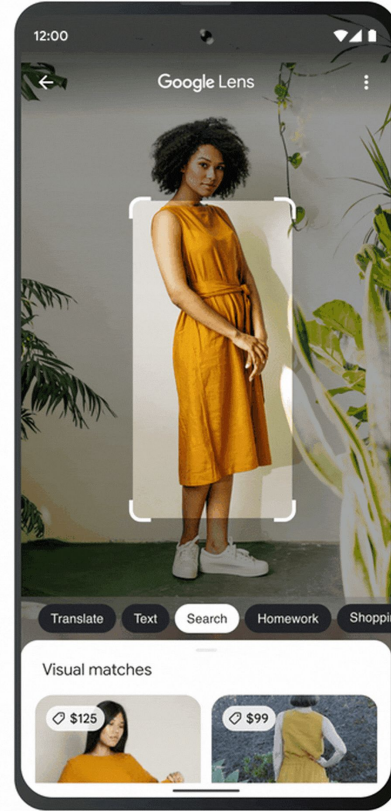
Sure. It's a traditional **Hindu wedding** and guests have been asked to dress accordingly. It's an **indoor** event, and I'm not part of the wedding party. My favorite Color is **green**, but I'm open to **other colors**. The wedding is on **September 10th** and I fly out on the **8th**.



...And We Use Text, Images, Video, etc. in Our Searches

✦ this one in green pls

Multi-modal input allows us to leverage text, video, images, etc.



03

Mastering the AI-Powered Conversation

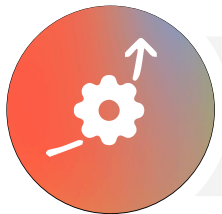
GenAI Use Cases



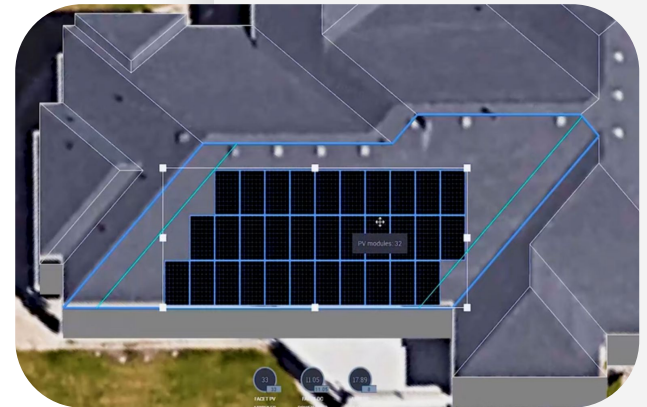
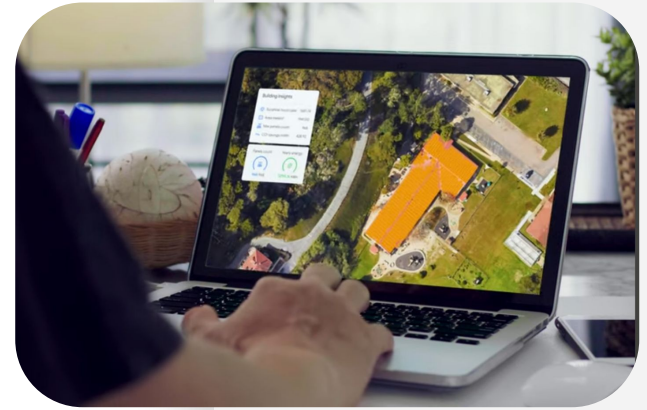
Boosting customer engagement



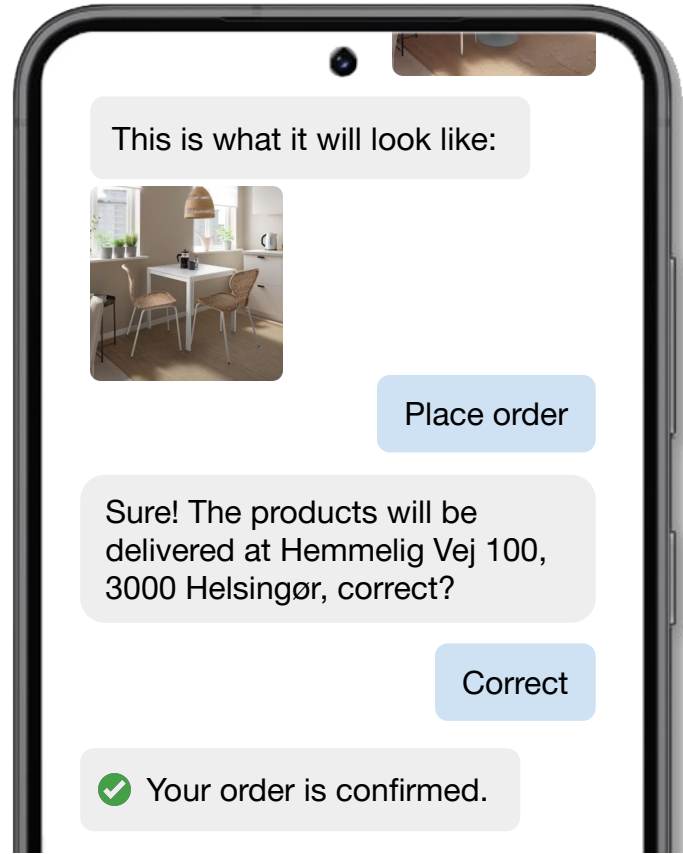
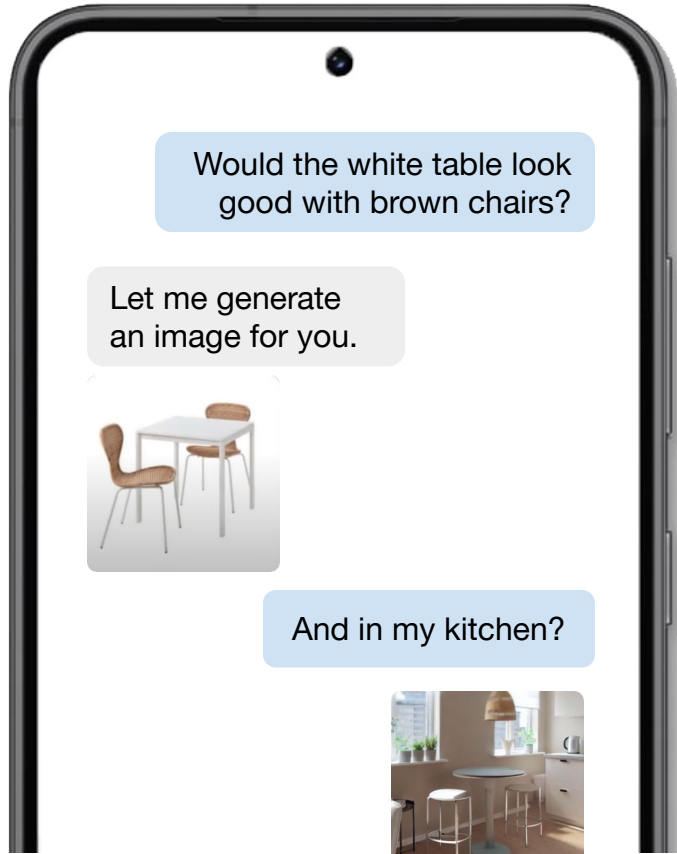
Boosting customer experience



Boosting productivity & creativity



We Expect to be Inspired in **New Ways** ...



Generative AI

Image

AI prompt:

✦ *Skier, early morning, sun in the background*





GenAI for Product Development

Written prompt: *A woman's dress made of a heavy, wool blend in a deep shade of burgundy. The dress should have a fitted bodice with a full, A-line skirt. The neckline should be a high, round collar, and the sleeves should be long and fitted. The fabric should have a subtle texture and be adorned with intricate lace trim in shades of black and cream.*



... or ask GenAI to create new designs based on images of the seasons top selling dresses ...

AI Detects Attributes, Categorizes, and Generates Engaging Descriptions Ready for the Conversational Era

Product Visual



AI Detects Attributes & Categorizes Accordingly

Type: Dress
Pattern: Flower
Color: Blue and white
Length: Knee
Sleeve: 7/8 length
Neck: V-neck
Closing: Buttons
Details: Elastic cuffs

AI Generates Engaging Product Description

Embrace the carefree spirit of summer with this gorgeous blue and white floral dress. The flattering V-neckline and airy 7/8 sleeves offer a touch of elegance, perfect for garden parties or seaside brunches. Enjoy the comfortable ... more

04

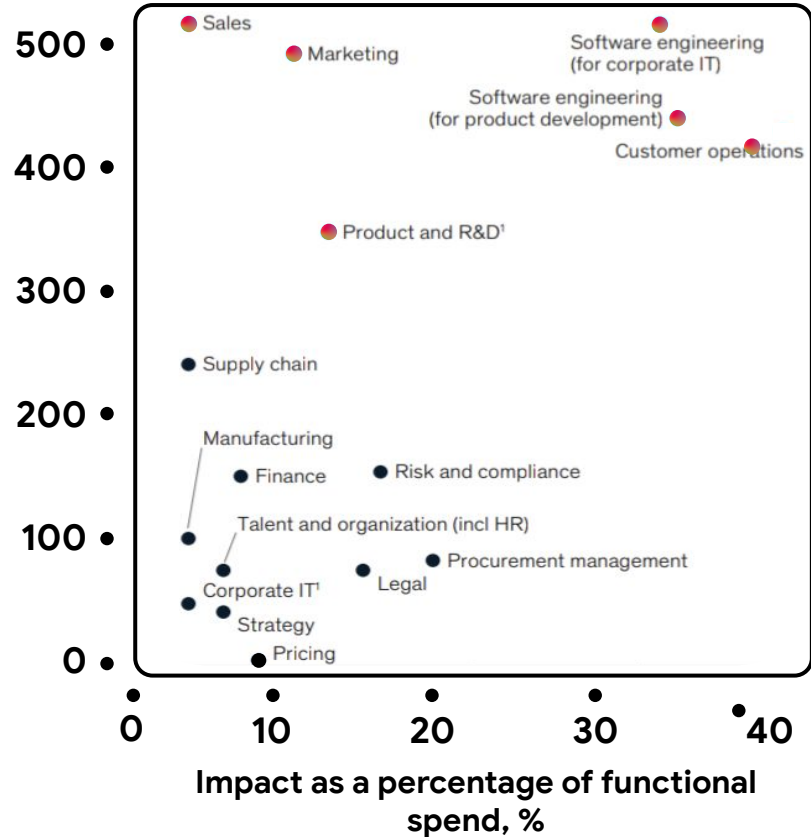
The AI-Driven Future: Getting Started & Adapting the Organization

Where to Prioritize Your AI Efforts



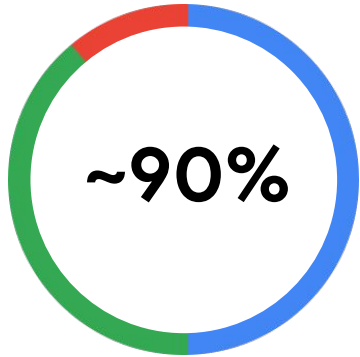
Represent - 75% of total annual impact of Generative AI

Impact,
\$ billion



Allocate Headcount & Financial Resources

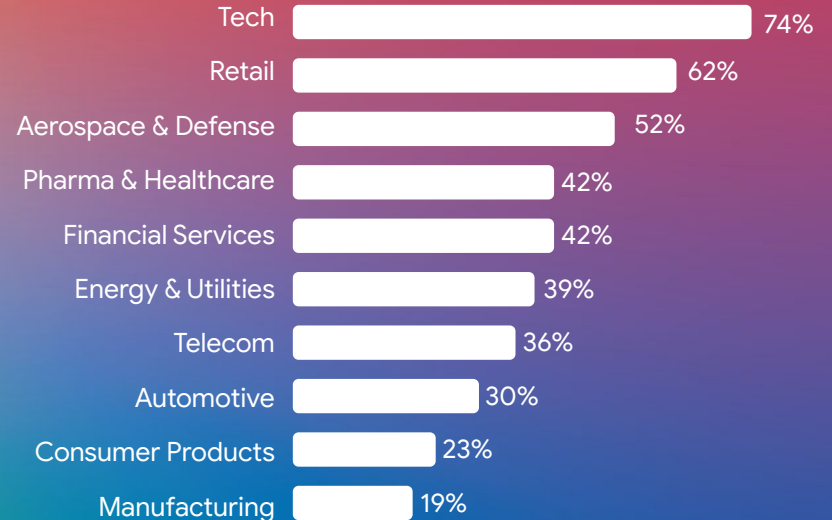
Dedicated AI Teams & Budget



- In the process of establishing a dedicated team and budget
- Already established a dedicated team and budget
- No concrete plans or unsure if/how to integrate GenAI into the business

Almost 90% of organisations plan to have dedicated AI teams before the end of 2024

“Already established a dedicated team and budget” by Industry



Leaders to Embrace Change Management to Succeed with AI

Rethinking Systems & Processes

Cultivating an AI-Ready Culture

Transformative Talent Management

Leadership in the AI-Driven Future



Unique Human Qualities - Critical Thinking, Empathy, Creativity, etc.



Attract Top Talent by Showcasing Your AI Initiatives



Test & Learn Mindset is Critical

05

Denmark!
We've Got This.
Let's Go!

The Gemini logo features the word "Gemini" in a blue, sans-serif font. A small, four-pointed star is positioned above the letter "i".

**Supercharge your
creativity and productivity**

gemini.google.com



The time is

now