



TRANSFORM RETAIL OPERATION WITH A TAILORED GENERATIVE AI SOLUTION

Introduction

This case study showcases the expertise of inoday to develop and customize AI to meet the unique requirements of a retail business from the USA. It explains the approach used by inoday to address critical operational challenges through strategic technological and process improvements.



About Customer

The customer owns the largest retail chain in the USA, providing affordable groceries and other household goods. Established in the late 90s, the retail company has a robust market presence. Despite that, the company faced challenges in sustaining growth amidst intense competition.



Business Challenges

Retail businesses faced multiple challenges that were impacting their operational efficiency and customer experience. They were facing complexity in inventory management, like product description (written manually), slowing down the catalog updates and frequent stockouts and overstock situations.

Solution

After a comprehensive evaluation of the current business landscape, the finance and operations team of the retail business has recommended implementing a customized innovative, generative AI solution. Specifically, they propose collaborating with inoday, a generative AI company, renowned for its expert AI team capable of customizing generative AI implementations.

The proposed solution will strategically leverage advanced models from **Gemini and OpenAI** to drive automated content creation, potentially transforming the organization's operational efficiency and marketing capabilities through cutting-edge artificial intelligence technologies.

The Result

The strategic AI solution tailored to meet the specific objective of a retail business has delivered significant outcomes with up to a 50% increment in operational efficiency. It demonstrates how inoday's generative AI solutions can transform retail operations, creating value for both the business and its customers.

