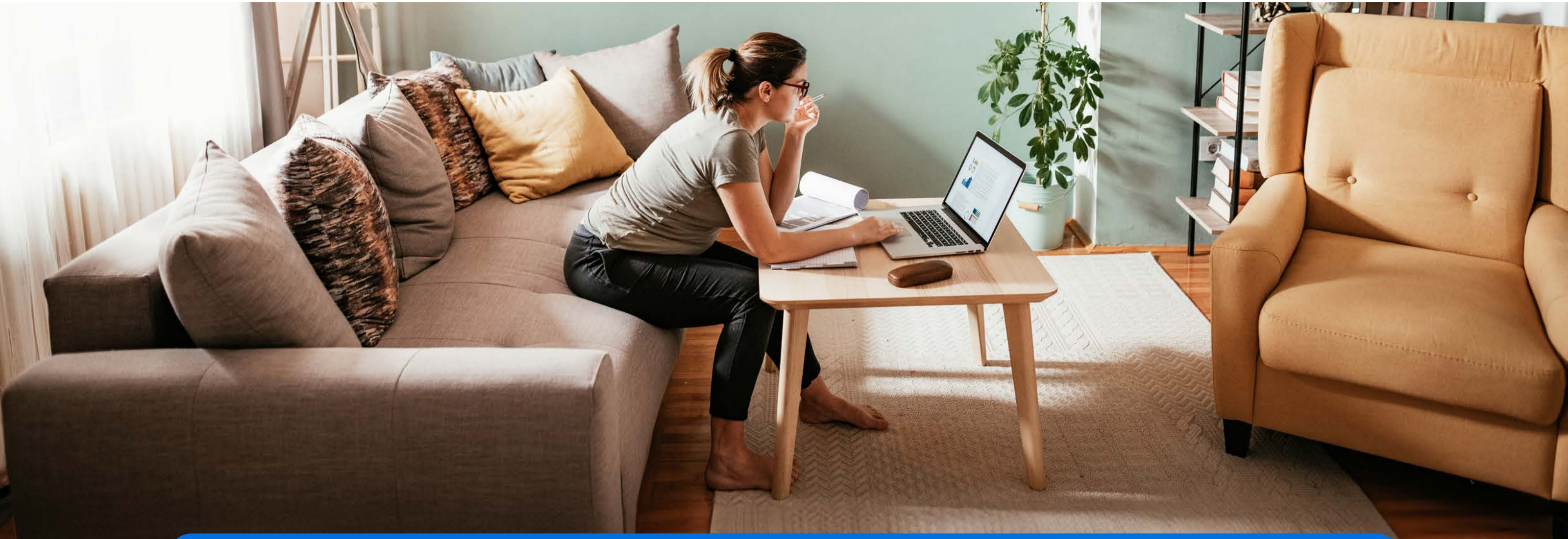




# The Age of AI-Commerce: Innovation Unbound

Generative AI is capturing the attention of business leaders worldwide.

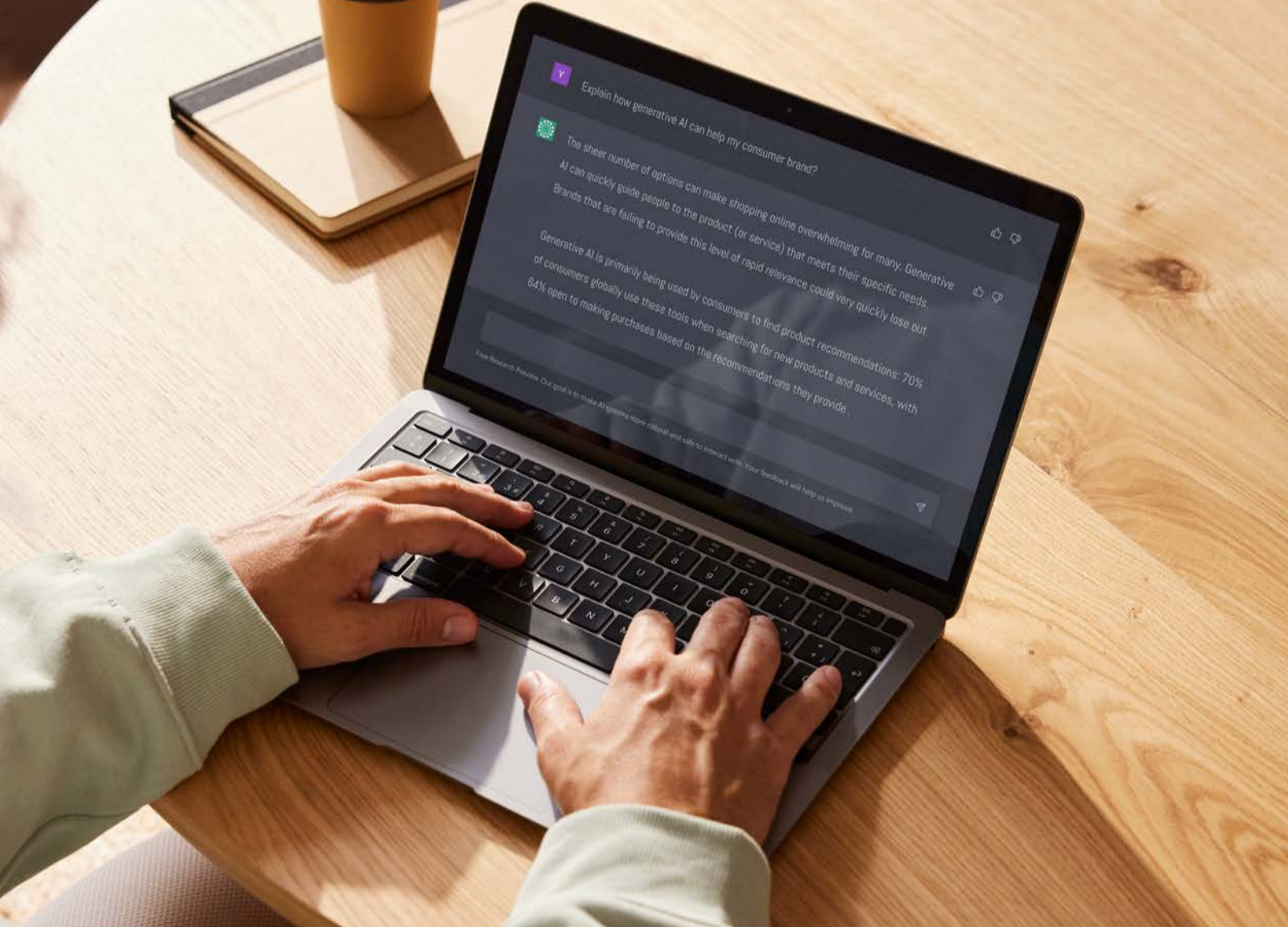
As adoption of the tool is rapidly increasing, here's the need to know for brands that wish to remain at the forefront of innovation by leveraging AI technology to empower their growth and resilience in the advancing commerce landscape.



**70%** of consumers globally use AI tools when searching for new products and services.<sup>1</sup>

## Product discovery, accelerated.

Consumers are swiftly turning to generative AI to supercharge their shopping experiences, and are open to purchasing based on its recommendations. Businesses are tapping into this evolving behavior and launching next-gen tools to aid shoppers in finding what they need faster than ever before.



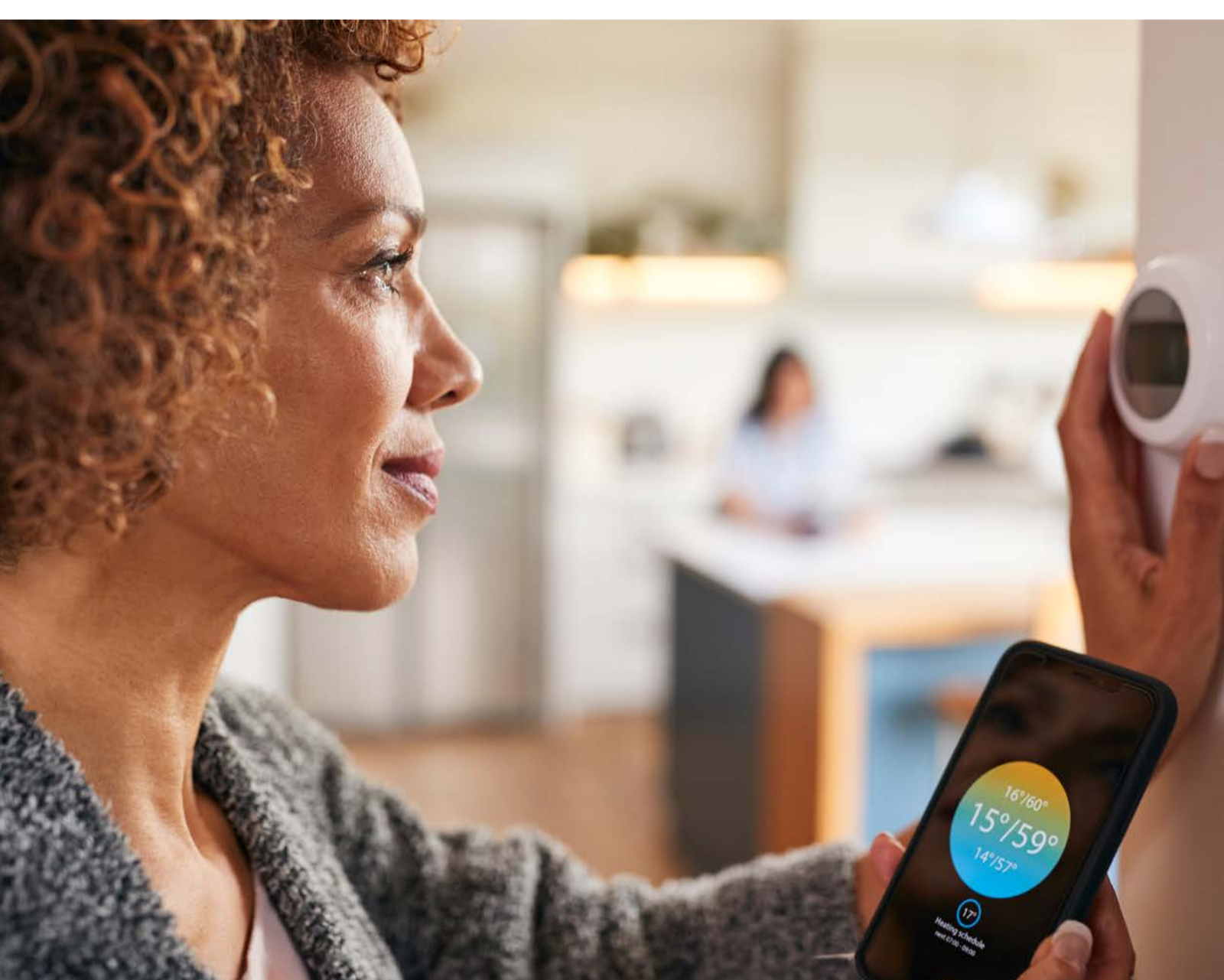
### In action:

Online retailer Zalando has developed a fashion assistant powered by ChatGPT. Consumers can ask questions in their own fashion terms and words (for example, 'What should I wear for a wedding in Santorini in July?') and have an ongoing conversation with the tool to refine results.<sup>2</sup>

## Personalization: the winning formula.

Generative AI can hyper-personalize the entire consumer journey, from discovery to checkout, creating contextual shopping experiences, from adaptive user interfaces to dynamic pricing.

**56%** of consumers say they will become repeat buyers after a personalized experience.<sup>3</sup>



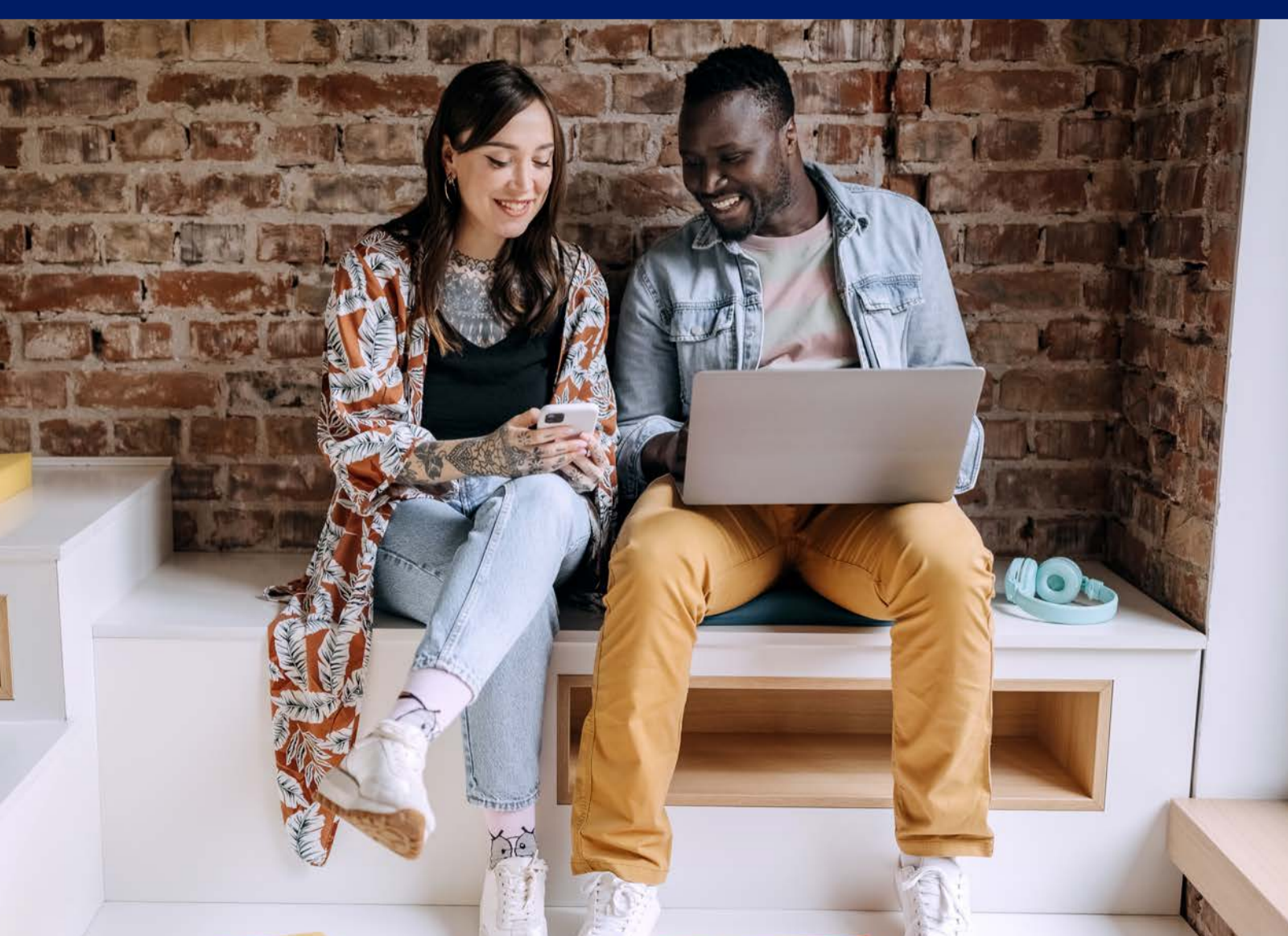
### In action:

In the UK, household bill management app Nous has launched an OpenAI-powered assistant to help their customers understand and manage their energy bills. The tool is also able to summarize bills and send automatic alerts about potential savings that can be made.<sup>4</sup>

**Upskilling the workforce with artificial assistants.**

Not only does generative AI have the capacity to significantly improve workflows and back-end processes, but it can also function as an intelligent assistant, freeing up the time employees spend on those vital yet mundane tasks. Businesses are currently developing these AI tools to facilitate productivity gains, opening up opportunities for creativity and innovation amongst their workforce.

**31%** of global employees expect that AI will help increase their productivity and efficiency at work over the next five years.<sup>5</sup>

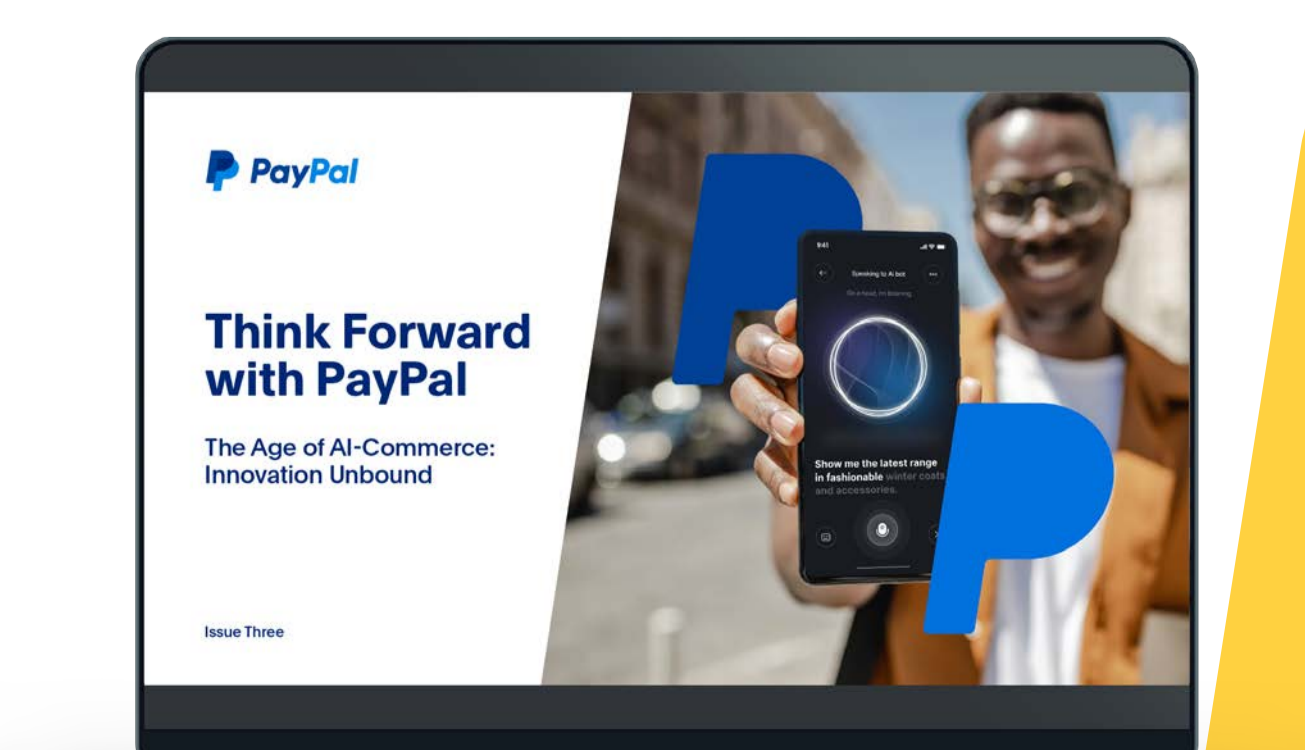


### In action:

Walmart has created My Assistant, an employee tool powered by generative AI that helps with accelerating draft writing and summarizing large documents. The same tool is also being adapted to function as a consumer shopping assistant.<sup>6</sup>

Learn more about the age of AI-Commerce and how businesses are leveraging generative AI in **Issue Three of our Think Forward with PayPal series**

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1. Capgemini, Jun 2023.  
2. Zalando, Apr 2023.  
3. Twilio, 2023.  
4. What happened when Nous.co hooked up generative AI to its users' household bills, TechCrunch, Jul 2023.  
5. Global Workforce Hopes and Fears Survey 2023, PwC, Jun 2023.  
6. Walmart rolls out generative AI-powered assistant to 50K employees, RetailDive, Aug 2023.