Simply Briefed

Episode 5 show notes

Summary

AI in commerce is becoming a key driver in data-driven decisions. The acceptance of AI is growing rapidly due to the maturity of AI technology and the influence of OpenAI. AI is now seen as a game changer and essential for businesses. Indivd provides valuable insights for retailers, helping them optimize their business procedures and customer experiences. The goal is to create a new standard for the industry and democratize the use of AI.

Keywords

AI in commerce, data-driven decisions, Indivd, acceptance of AI, OpenAI, insights, retailers, airports, optimization, customer experiences, democratization of AI

Takeaways

- AI in commerce is gaining traction and becoming a key driver in data-driven decisions.
- The acceptance of AI is growing rapidly due to the maturity of AI technology and the influence of OpenAI.
- Indivd provides valuable insights for retailers and airports, helping them optimize their business procedures, marketing campaigns, and customer experiences.
- The goal is to create a new standard for the industry and democratize the use of AI.

Sound bites

"The maturity of AI in general, that happened with OpenAI changed everything for AI-driven companies."

"Creating attractive experiences for visitors... we have to measure it."

"Teaching an AI model to know retail strategies better than the most senior retail business developer."

Produced by Pimm. The show notes are made by AI.