



10 ways AI can modernise the consumer industry.

1 Optimise network plans across ground and air



Machine learning and predictive analytics can save cost by optimising fleet utilisation and empty repositioning. This also enables the real-time reallocation of resources in downtime.

Digital Twins, which process real time data, can be used to enable drivers and planners to efficiently make optimal decisions in the face of unexpected circumstances.¹

Chatbots that are enabled by deep learning and advanced analytics can help deliver information 24/7 about supply chain disruptions and recommend alternative procurement routes.²

FACT The world's first autonomous commercial freight delivery was completed in 2016. The self-driving truck was able to successfully deliver 50,000 products across 193km. [Read more.](#)

2 Modernise the service experience

Customer interactions can be automated through chatbots and virtual customer assistants. These tools can help enhance the customer experience by providing timely resolutions to problems and queries.

By consolidating customer services platforms based on AI and IoT, providers can analyse the sentiments and needs of customers enabling a proactive response and targeted action.³

Autonomous drones are being designed to deliver everything from parcels to medical supplies to food. Drones will allow for a faster and more cost-effective delivery system and will reduce the environmental strain caused by cars and road traffic.⁴

FACT One organisation has implemented a service robot in its retail stores to assist the associates on their shifts. The robot is a mobile collection of cameras and sensors that captures and processes data about the store, including inventory. A chatbot functionality converses with customers in multiple languages to answer queries. [Read more.](#)



3 Drive revenue and predict cash flow and interruptions

AI and machine learning can be used to handle routine tasks, enabling customer service centres, storage warehouses and assembly-line factories to operate more efficiently at reduced cost.

Predictive analytics and digital twin technology can help predict required maintenance, reducing the associated downtime costs.

Using AI for price optimisation can help businesses price products based on forecasted demand as well as the current economic and competitor environment.

4 Know what your customers need before they do

Machine learning enables a tailored customer experience before, during, and after each interaction as live data can equip companies to provide real-time recommendations and decision support.⁵

By analysing past purchasing behaviour, AI analytics can allow retailers to understand what items will be in demand based on the ability to predict consumers' next actions and their responses to market trends. By knowing what to stock and when, businesses can also optimise resources and reduce waste.

FACT A leading beverage provider used AI to monitor the data from self-service soft drink fountains where customers were able to mix their own drinks. This data then recommended the company's newest beverage flavour. [Read more.](#)



5 Close the gap between supply and demand

Machine learning can be leveraged in project management software to allow for better planning and the optimisation of resources and processes. This can reduce errors and manage workflows across multiple sites for real-time resource allocation.

AI can be used to assist in supply chains by communicating with bots to quickly research products, identify the best deals, place purchasing orders and process invoices.⁶

FACT A global retailer used AI to predict customer patterns based on weather. The model advised a demand for hamburgers on hot days with clear skies and steaks on cloudy, windy days. [Read more.](#)



6 Combine the digital with the physical

Computer vision technology can enable customers to search online for items based on an image, rather than vague search terms.

Deep learning software—in conjunction with cameras and sensors—can recognise everything that is happening within a store making it possible for the store to remain fully stocked and operational with little or no human involvement. Customers can walk out without even checking out.⁷

AI can help customers to instantly determine which clothing items are the best fit. A combination of machine learning, computer vision, and 3D scanning can obtain a shopper's measurements in real time which can then be matched against a database of clothing to find the best fit, improving customer satisfaction and reducing the cost of returns.

FACT A major grocery market in Australia is using a computer vision application that allows customers to simply scan the item(s) they wish to purchase and pay digitally, without going to a check-out counter. AI enabled scales are even able to weigh fresh produce and automatically know what the customer is weighing. [Read more.](#)



7 Sustainably change the way customers shop and interact with your business.

AI-enabled touchscreen mirrors in stores allow customers to browse items and inspiration. The mirrors are then able to know what customers are trying on through RFID (Radio Frequency Identification) and advise other colours or available sizes.⁸

AI and ML can help combat food waste by offering dynamic pricing based on an item's expiration date. For food that is thrown out, computer vision technology is able to analyse and assign the item to the correct waste management system.⁹

FACT A major retailer uses AI to help customers identify what type of coat they should buy based on questions about what activities or climates the material should endure in different locations. This proactively minimises returns and waste. [Read more.](#)



8 Don't sacrifice product quality for productivity

Robotic process automation in factory settings can help businesses ensure and maintain quality and consistency in their products. Computer vision can identify broken or damaged goods and remove these items prior to consumer purchase.

Predictive modelling and machine learning can help to identify high-risk situations in food and product facilities, improving safety and minimising recalls.



9 Innovate with a new partner in value co-creation

Clothing designs can now be generated by inputting a text or voice description, as well as historically used fabrics and prints. This could enable designers to maintain their brand while welcoming consumers to co-create products.¹⁰

Machine learning technology is enabling the production of customised skin care products. By measuring a customer's skin hydration and elasticity, the tool is able to generate a face cream based on personalised needs.¹¹

AI can be used to understand consumer demand more deeply by analysing a wide range of factors such as macroeconomic elements and competitor activities. AI can examine clusters of products and reveal hidden demand patterns for similar and contrasting product groups.¹²

FACT One Australian fashion designer has used AI to develop catwalk collections. A combination of computer vision and machine learning provided the designer with insights into the latest consumer trends and design possibilities. [Read more.](#)



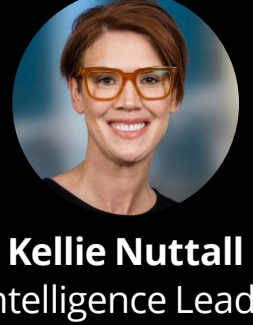
10 Create responsible impact

AI can assist in product and service design by recommending sustainable attributes that are valued by the customer. The computer may also be able to alert designers when sustainability targets are not being met.

By monitoring emission rates and using AI forecasting tools, organisations can make smart goals in their efforts achieving carbon neutrality, forecasting future levels with AI.¹³

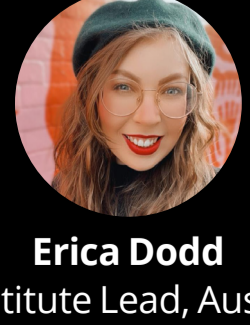


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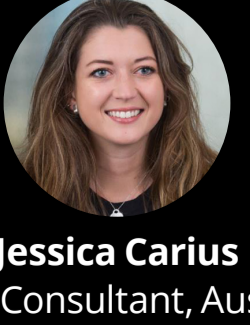
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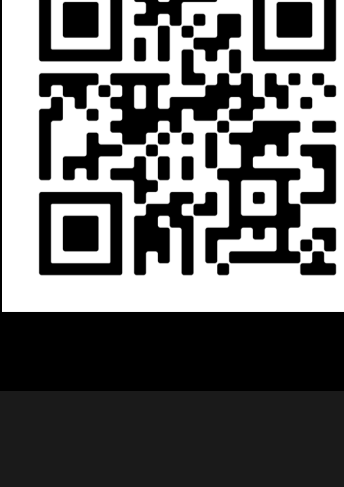
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