

COMMERCIAL OPTIMIZATION IN FOOD-SERVICE BASED ON A.I.

WHAT, FOR WHOM AND HOW



Business Solutions based on Machine Learning

COMMERCIAL OPTIMIZATION BASED ON A.I.

Can we use A.I. in my company?

The leading consumer companies of the future will also be technology leaders [...] ()*

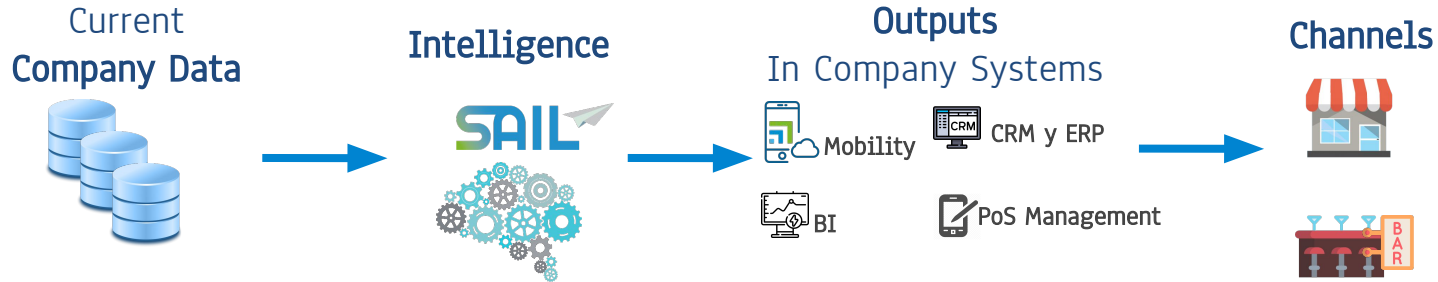
Companies must be able to choose and manage data [...], build models that turn the data into insights, and translate the insights into effective action. ()*



(*) **McKinsey&Company**: The consumer sector in 2030: Trends and questions to consider.
By Richard Benson-Armer, Steve Noble, and Alexander Thiel

COMMERCIAL OPTIMIZATION BASED ON A.I.

Yes we can: use current company data, exploit it to improve customer service



THE A.I. IS *TRENDING-TOPIC*

It raises passions, laughs at movies: 2001, Skynet-Terminator, Blade Runner, Her, ...



Ray Kurzweil - director of engineering at Google. *"I have also set the date **2045 for singularity** – which is when humans will multiply our effective intelligence a billion fold, by merging with the intelligence we have created"*



Elon Musk: "Mark my words – **A.I. is far more dangerous than nukes**"

THE A.I. IS *TRENDING-TOPIC*

The A.I. was trending topic years ago. There will always be predictions

“It is not my aim to surprise or shock you—but the simplest way I can summarize is to say that **there are now in the world machines that think, that learn and that create**”

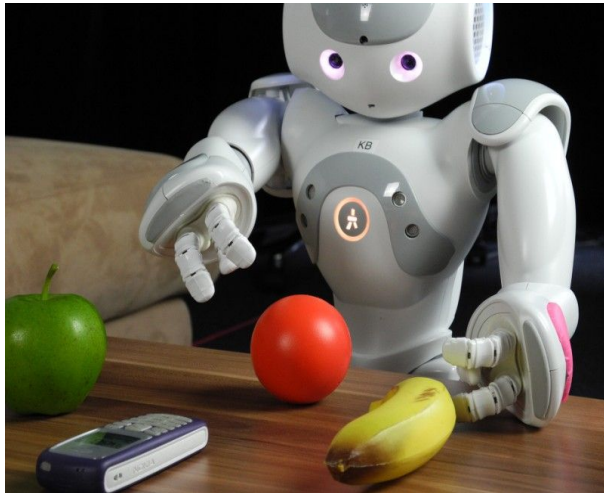
Herbert Simon, 1957

Nobel Prize in Economics in 1978 and the Turing Award in 1975



WHAT IS ARTIFICIAL INTELLIGENCE

A.I. emulates the nervous system, like the human brain

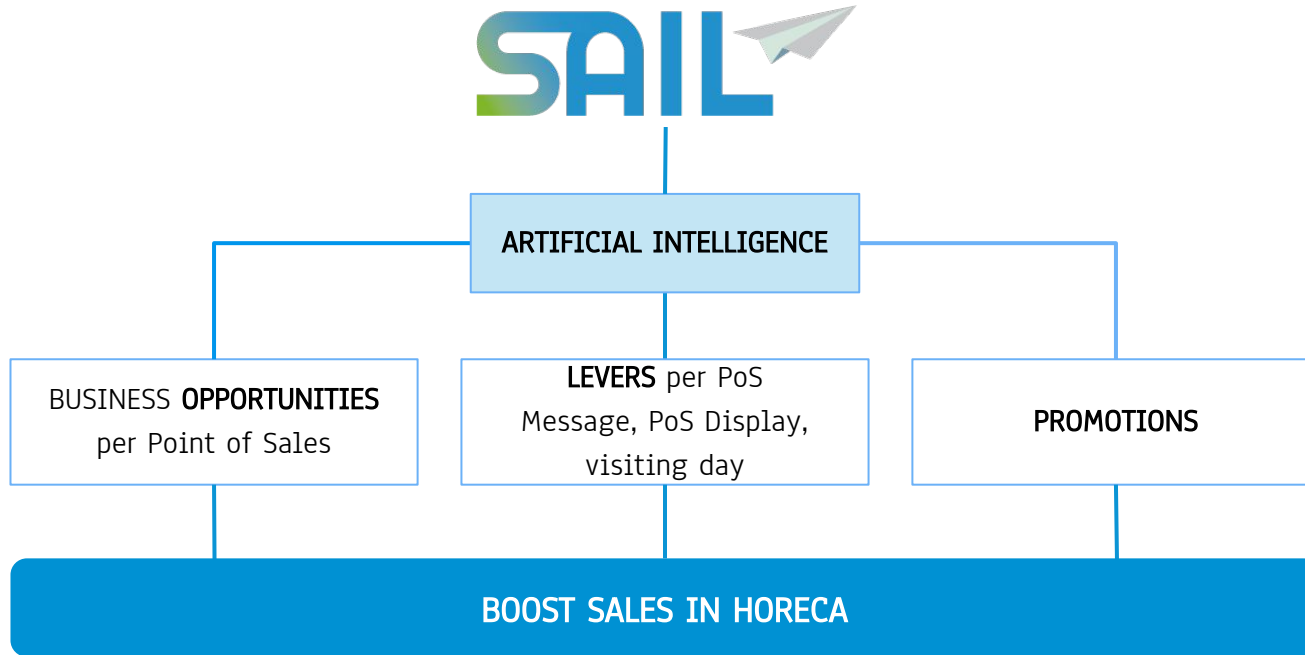


Machine Learning uses **mathematical** models, **data** and learning **algorithms**, to **emulate** learning processes :

- **Recognition**, input data
- **Learning**, from historical data
- **Generalization**, correct answers to new inputs and situations

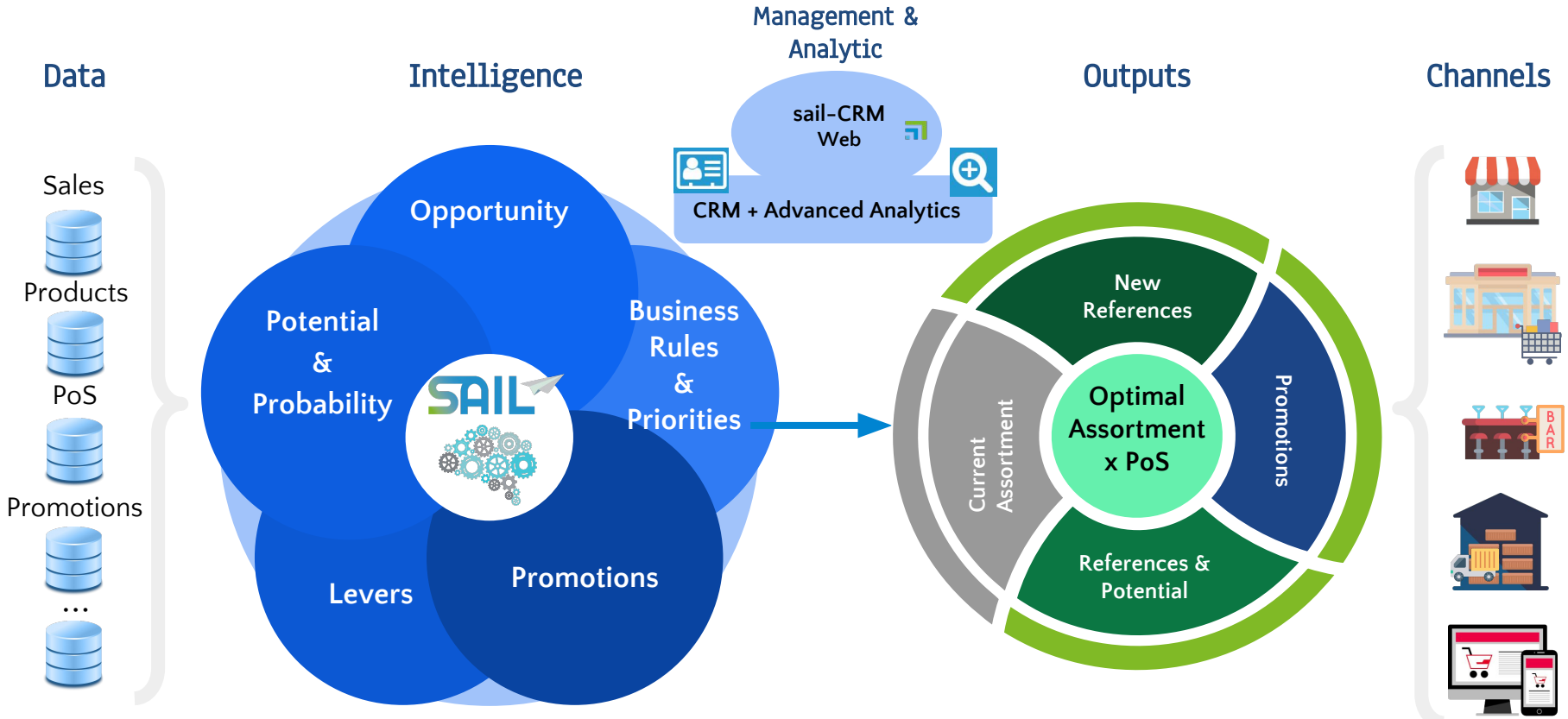
COMMERCIAL OPTIMIZATION BASED ON A.I.

What product or service, for whom and how to offer it



COMMERCIAL OPTIMIZATION BASED ON A.I.

Holistic solution based on A.I.

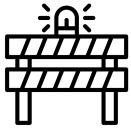


RISK AND OPPORTUNITIES IN FOOD SERVICE

A.I. in Spain can help to improve business performance in HORECA services

Barriers

Companies have traditional sales force and methods



- **Sellers** operating the same way for so many years
- **Old technology**, developed in the 90s: ERP, CRM, ...
- **No time for managing and caring** about the customer

Challenges

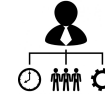
Modernize sales force with an A.I. assistant



- **Assist them with references**, there are too many products
- **Assist them with promotions and Levers**: Message, PLVs, discounts, cross selling, ...
- **Arms for fighting new threats**: big retailers or big technological companies

More

Know better your client and improve his confidence



- **The owners need trust**, the seller has time to talk and to know their needs
- **More than 200K independent clients** in HORECA, micro-segmentation: dynamical behaviour, client to client

RISK AND OPPORTUNITIES IN FOOD SERVICE

What do you need for the A.I. solutions setting up?

Change management

Open technology and interfaces for legacy systems, customers and data sources

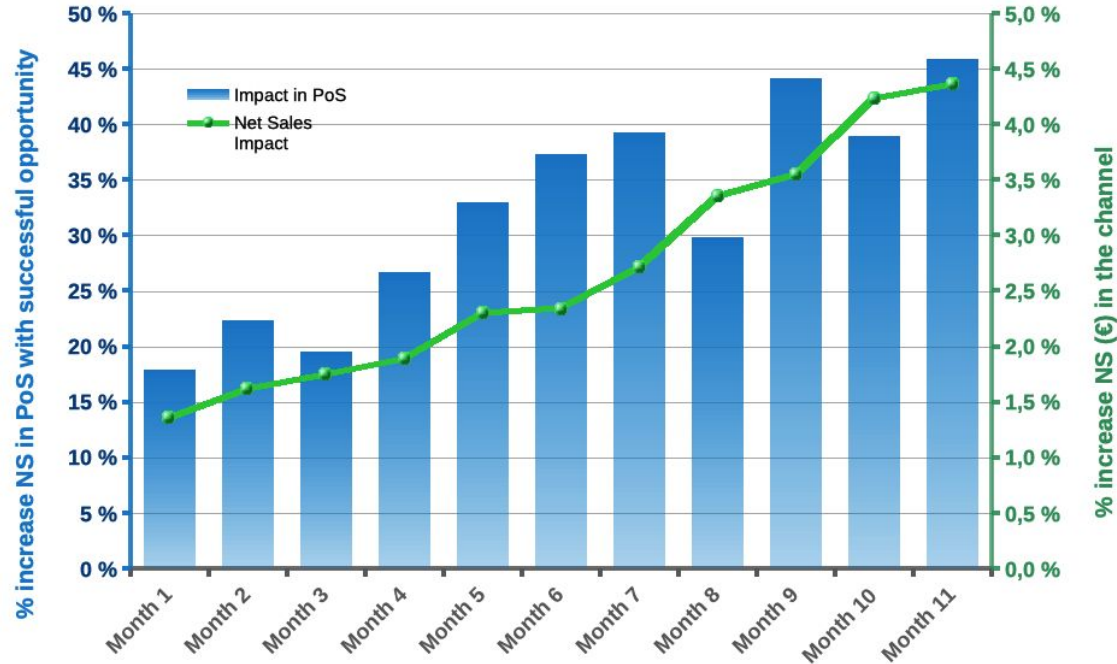


BUSINESS IMPACT EXAMPLES

Chanel impact boosting net sales, a big maker/distributor with a mature market and high degree of competition

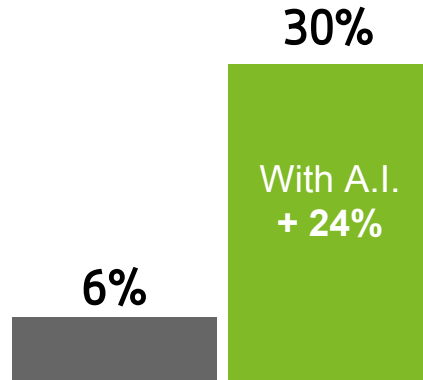
	Impacto en pdVs	Impacto VN
Mes 1	17,92%	1,36%
Mes 2	22,35%	1,62%
Mes 3	19,56%	1,75%
Mes 4	26,66%	1,89%
Mes 5	32,95%	2,30%
Mes 6	37,35%	2,34%
Mes 7	39,28%	2,71%
Mes 6	37,35%	2,34%
Mes 7	39,28%	2,71%
Mes 8	29,85%	3,35%
Mes 9	44,14%	3,55%
mes 10	38,96%	4,23%
mes 11	45,89%	4,36%

SAIL Impact



BUSINESS IMPACT EXAMPLES

Improving telesales calls: more than 24% of conversion rates



same number of calls

BUSINESS IMPACT EXAMPLES

Other applications: advanced customer risk management



Predictive detection of defaults in customer credits

with **success rate** between **82%** and **92%**



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