



Masterclass: KI-Strategien für Sales & Marketing

Effizienz, Qualität und Wachstum optimieren

BigBang Festival

—

12. September 2024

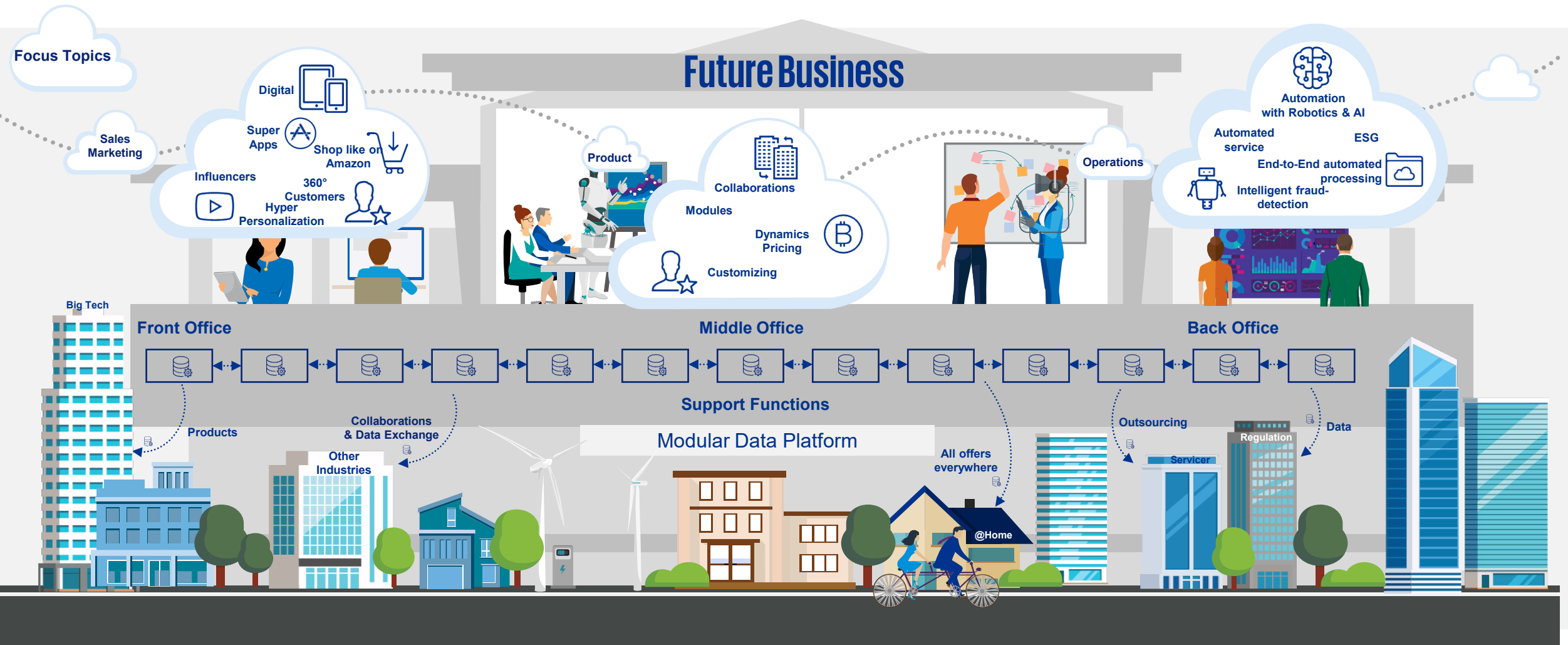


Your facilitator

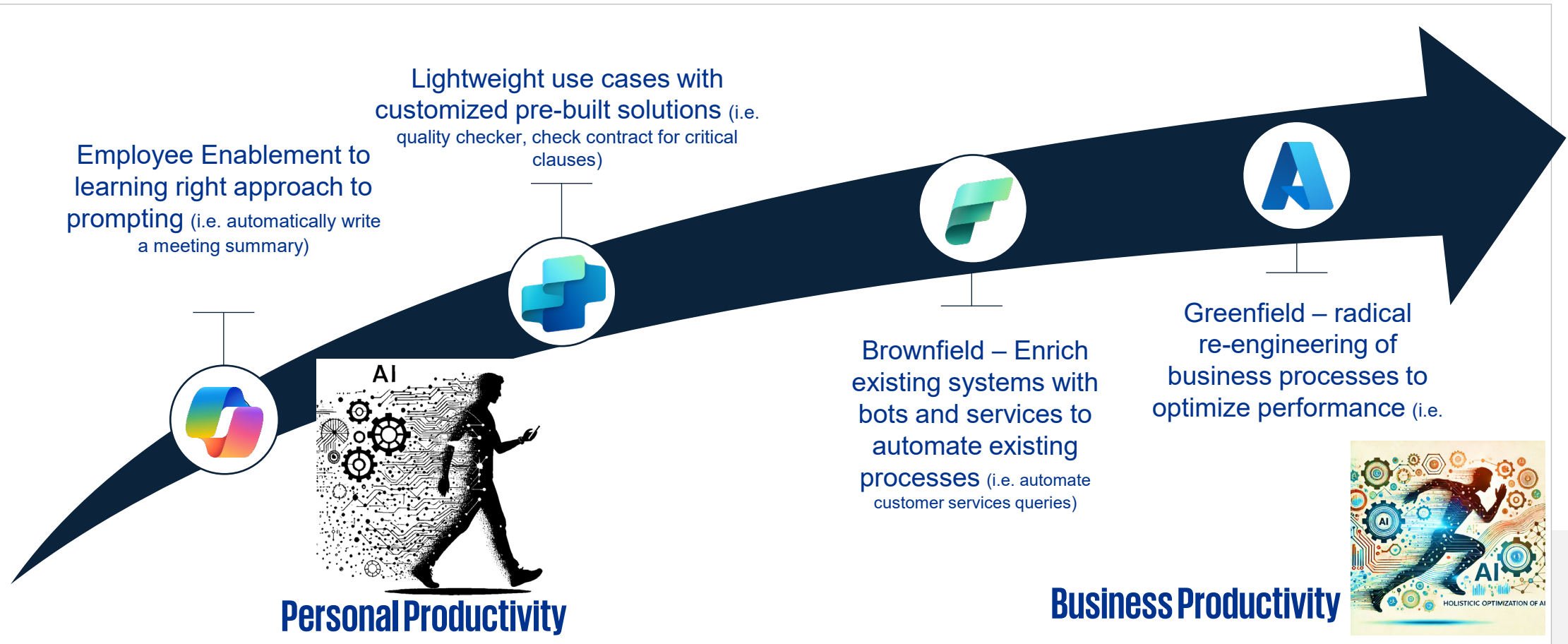
Henning Bauwe
Partner KPMG



Role of Data Science & AI in the business of the future



Gen AI Journey to maximize Productivity



Building type

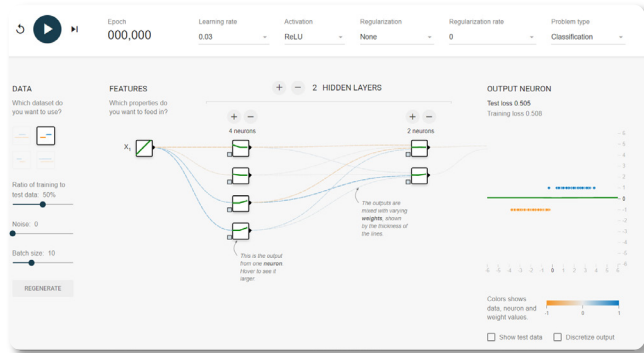
GPT & Copilot
“Out of the box”

Copilot Studio &
Custom Solutions

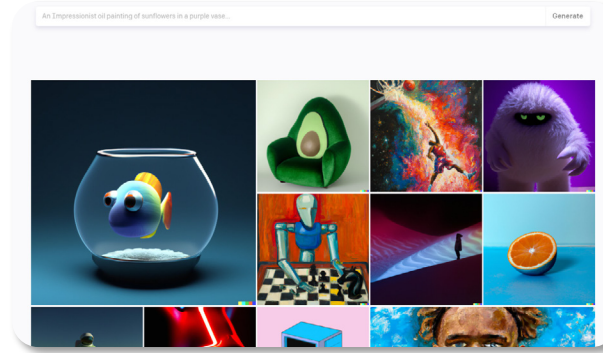
Low Code &
Pro Code in AI

Custom
Development

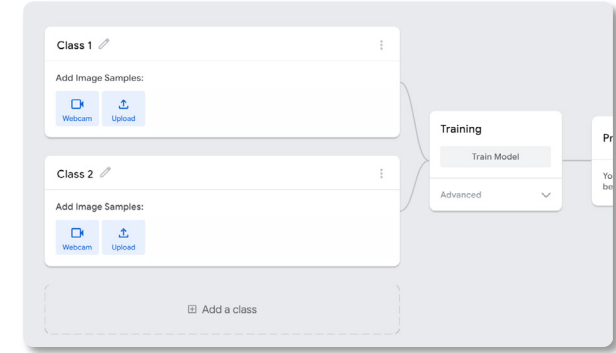
Regardless of your business strategy, your employees are already using AI tools for self-optimization.



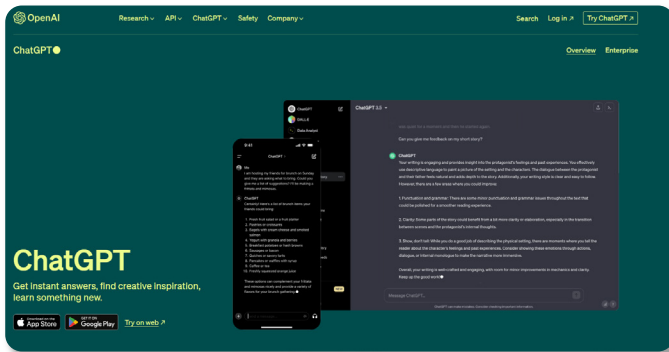
Neural Network Playground



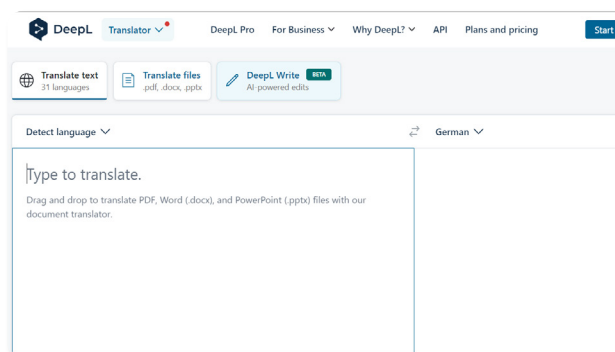
Dall-E 2



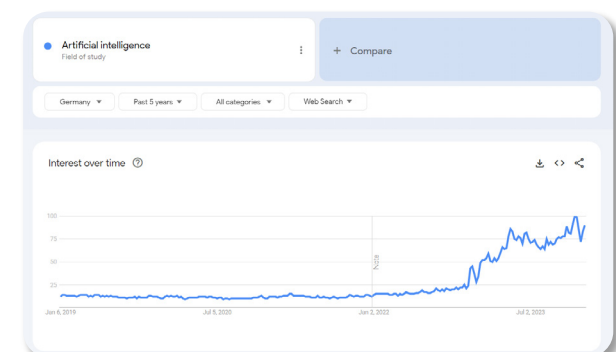
Teachable Machine



ChatGPT

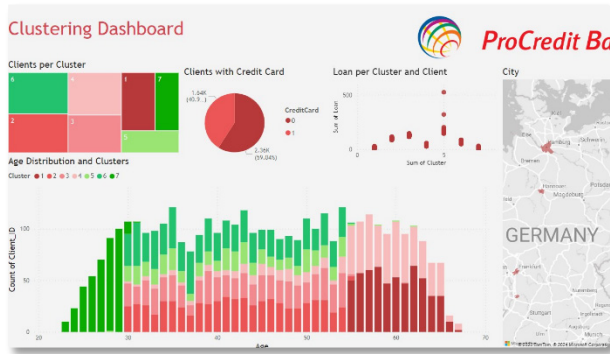


DeepL

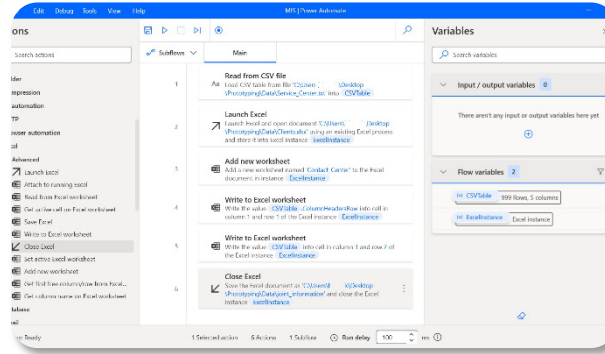


Google Trends

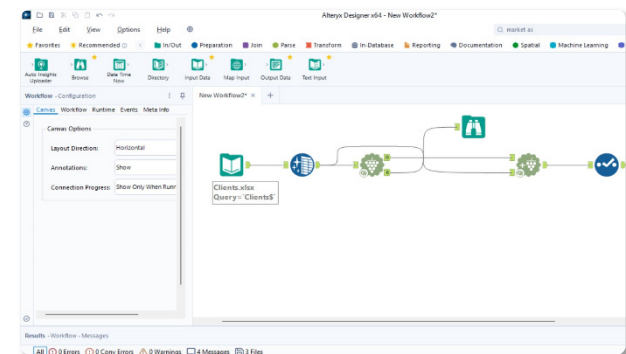
there are many more tools ...



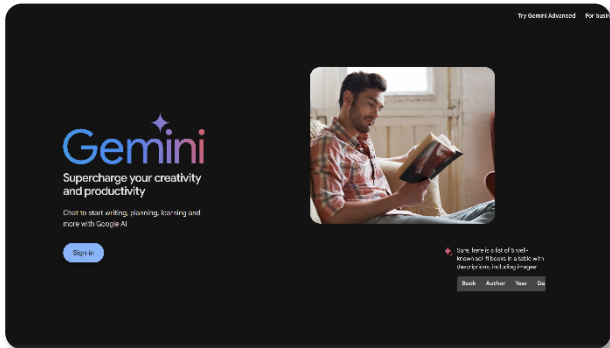
Power BI



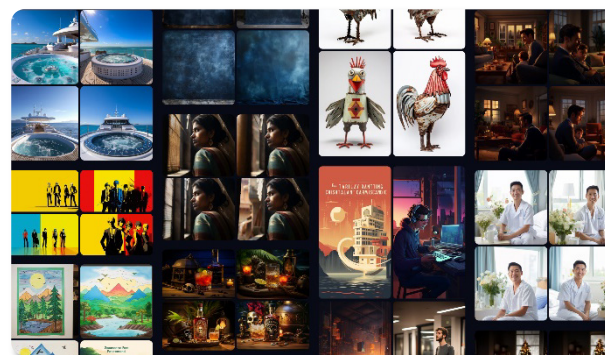
Power Automate



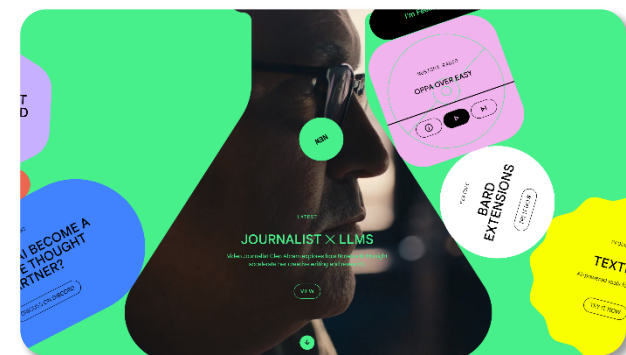
Alteryx Designer



Google Gemini

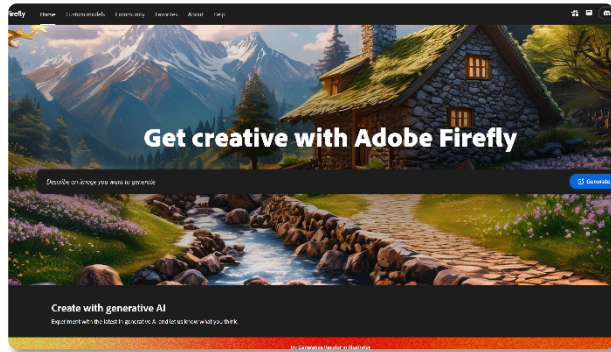


Midjourney

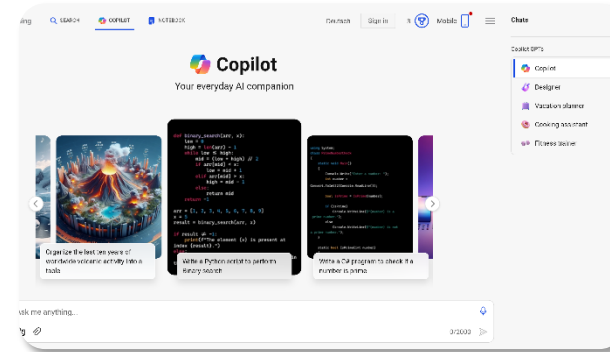


Google Labs

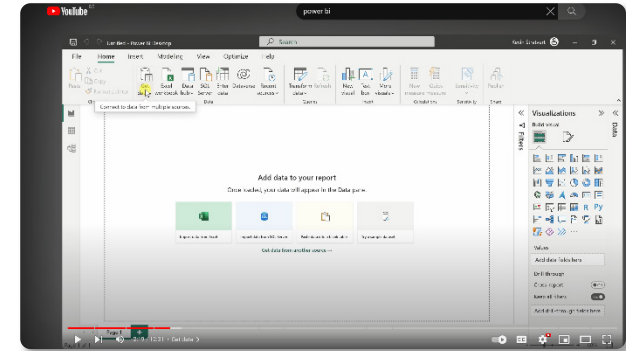
many more



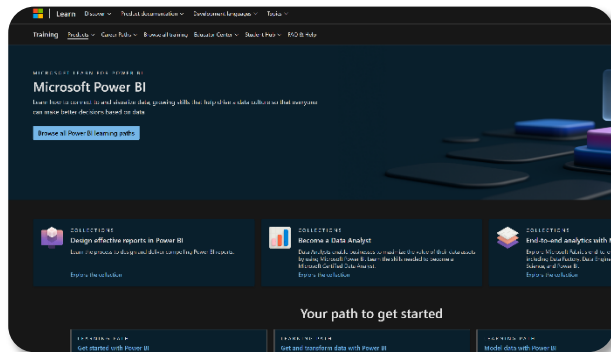
Adobe Firefly



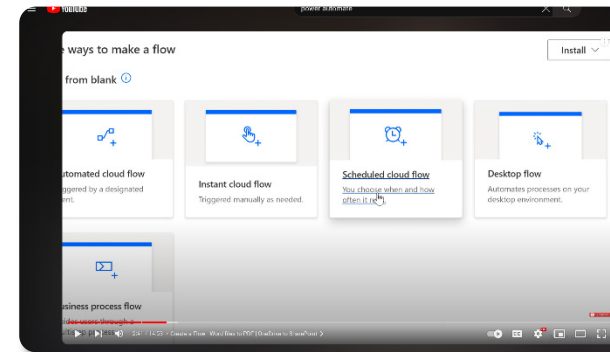
Bing Copilot



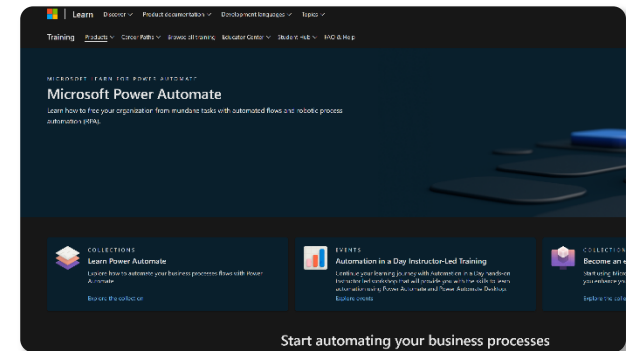
PowerBI YT-Tutorial



PowerBI MS-Tutorial



Power Automate YT



Power Automate MS



The future of work: humans and AI hand in hand



Generic assistants

- Knowledge worker
- Software development
- Business analytics
- Co-Creation/Design
- Office Copilot
- Content creation
- Translation
- [...]



Specific assistants

- Sales & Marketing
- Finance & HR
- Legal & Compliance
- Banking
- Insurance
- Asset management
- [...]



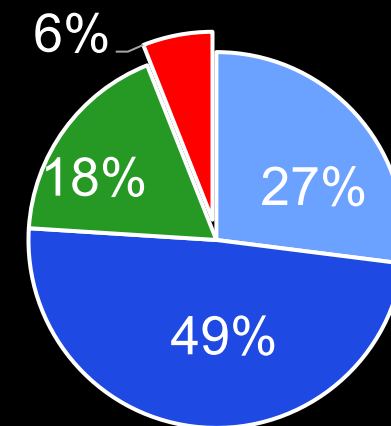
Intelligent apps & processes

- Customer Journey
- Service Center
- Transactions
- Process automation
- Automation of document processing
- Knowledge mining
- [...]



Percentage of companies in agreement with each statement about the maturity of generative AI, by sector (2024 Statista, Capgemini)

- **Research**
- **Pilots**
- **Productive use**
- **Strategy**

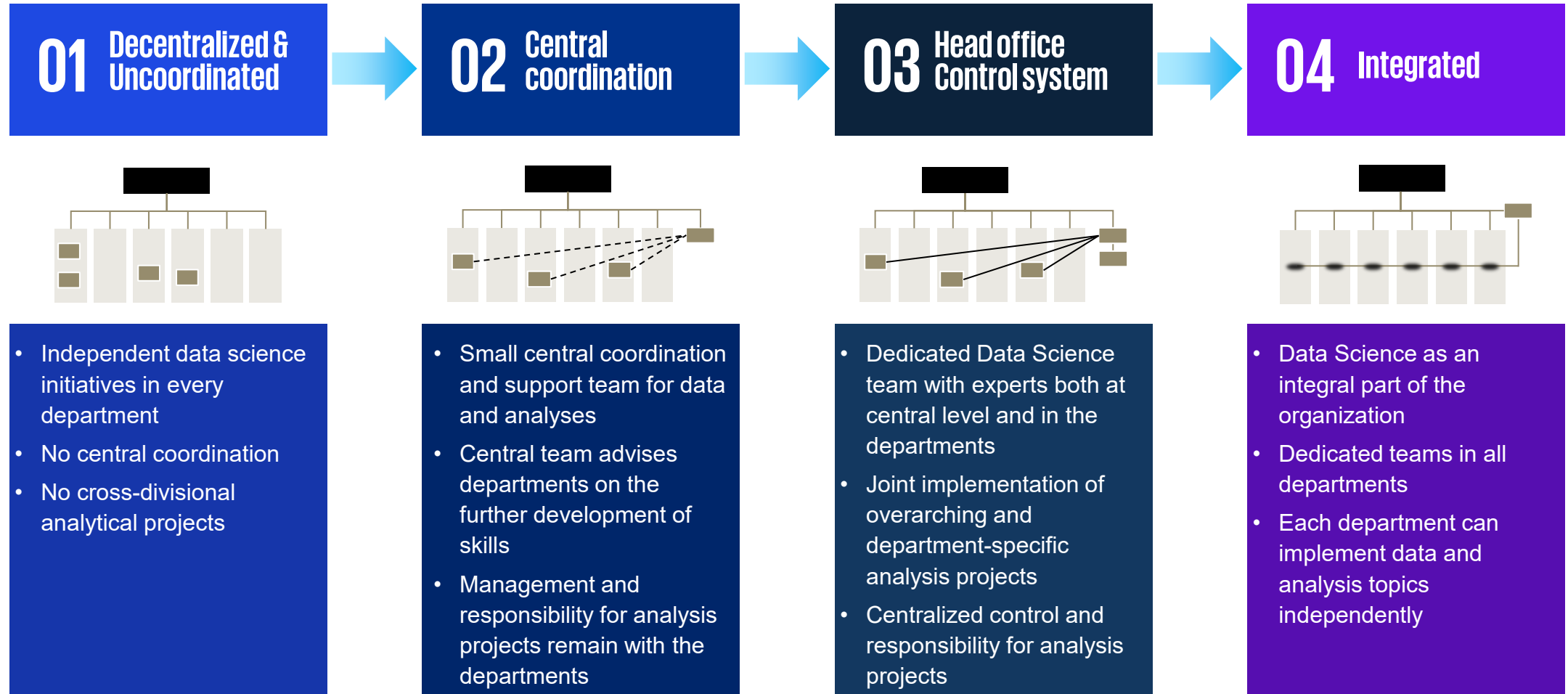


AI basis



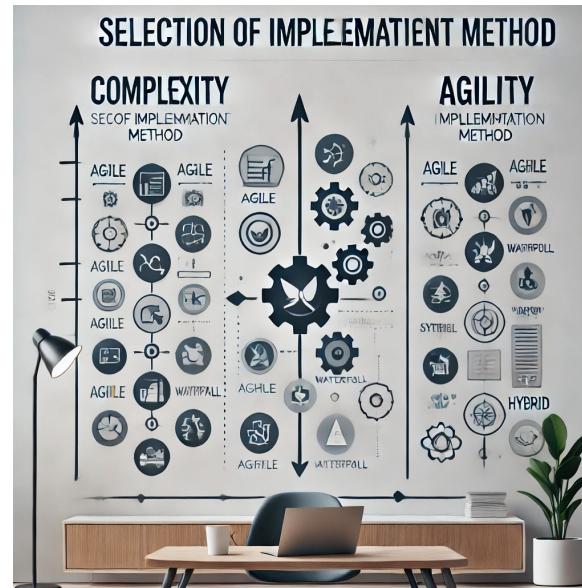
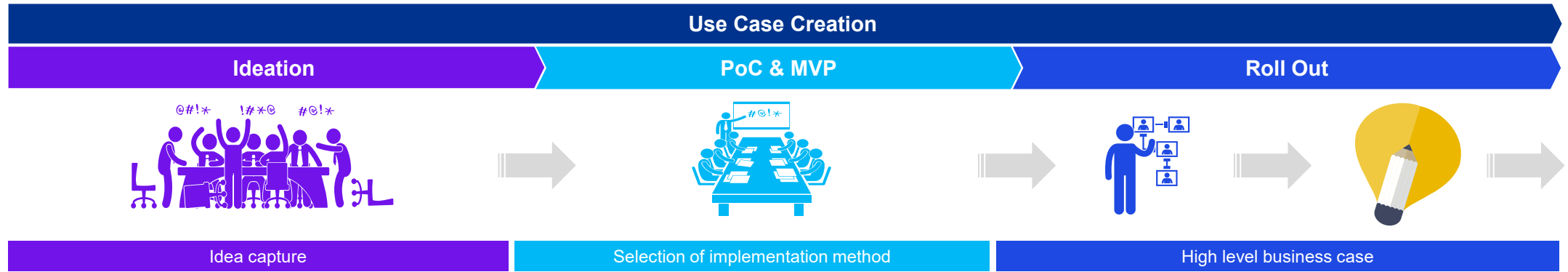
Skills	Tools & Processes
Strategy	Trustworthy AI
Governance	

Data Science & AI Organization



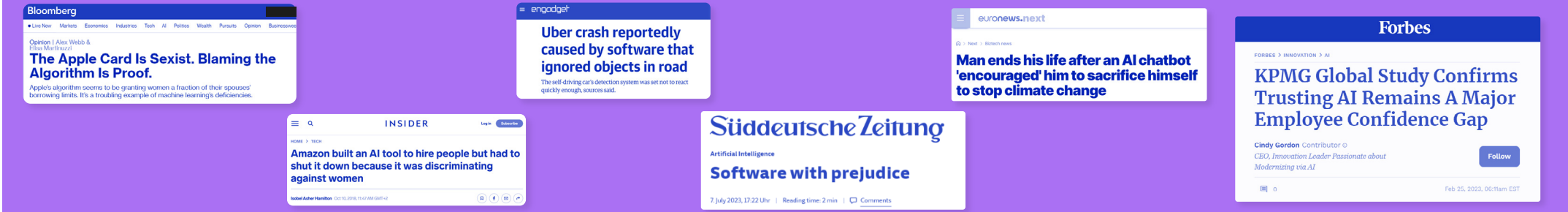
■ Leadership ■ Analytics teams

Process for creating and evaluating ideas

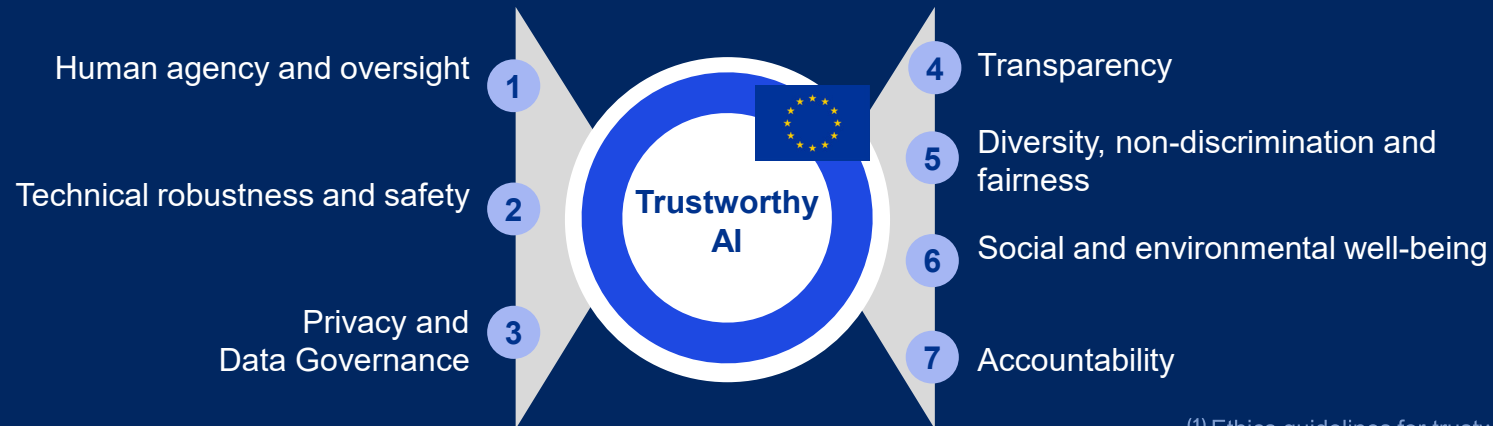


AI brings new risks; a trustworthy AI is a precondition

AI Risks



Trustworthy AI as a foundation



(1) Ethics guidelines for trustworthy AI (April 2019) [LINK](#)

(Generative) AI can be applied along the whole value chain

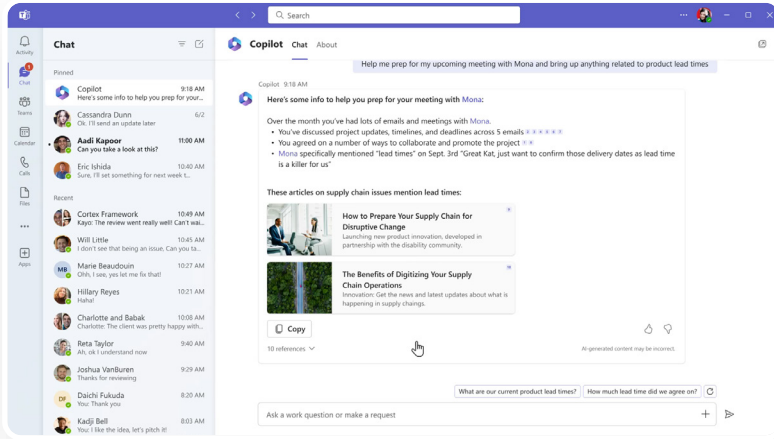
Selected use cases

Sales & Marketing	E2E-Product Excellence	Operations & Processes	Service	Governance, Risk & Compliance	Support Functions
<ul style="list-style-type: none"> • Market and 360° customer intelligence • Marketing automation • Customer journey optimization • Up- and cross-selling • Hyper personalization • CLV calculation • Virtual agents • Personalized opportunities 	<ul style="list-style-type: none"> • AI-driven product development • Product customization • Smart pricing • Onboarding • Banking: Credit scoring & process automation • Insurance: Automated claims regulation • Asset Management: Quant and AI portfolio management 	<ul style="list-style-type: none"> • Reporting automation • Automated unstructured document processing • E2E process automation & intelligent robotics • Autonomous organization 	<ul style="list-style-type: none"> • Multichannel service automation • Emotion recognition & prioritization • Intelligent assistants • Chat & voice bots • Real-time recommendations & next best actions 	<ul style="list-style-type: none"> • Governance, Risk, Compliance & ESG • Identification of money laundering (AML) & fraud detection • Detect account/credit card fraud • Cybersecurity support • Real time risk management and improved methods 	<ul style="list-style-type: none"> • Interactive query of (un)structured financial data • Automated creation of business reports • Automatic matching of applications with job postings • HR Q&A chatbot for employees and applicants

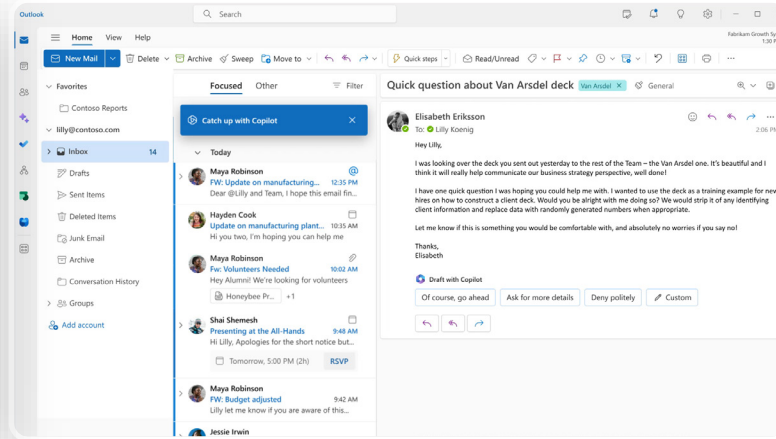
Productivity: Intelligent assistants / copilots to support individual tasks

Example: AI in Office

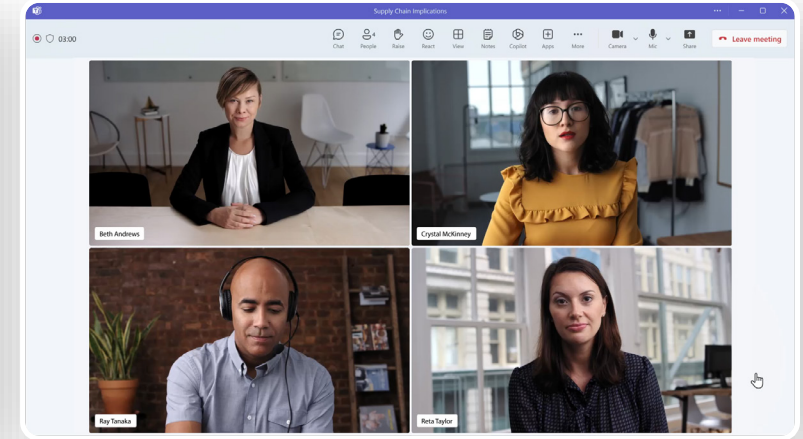
Business Chat



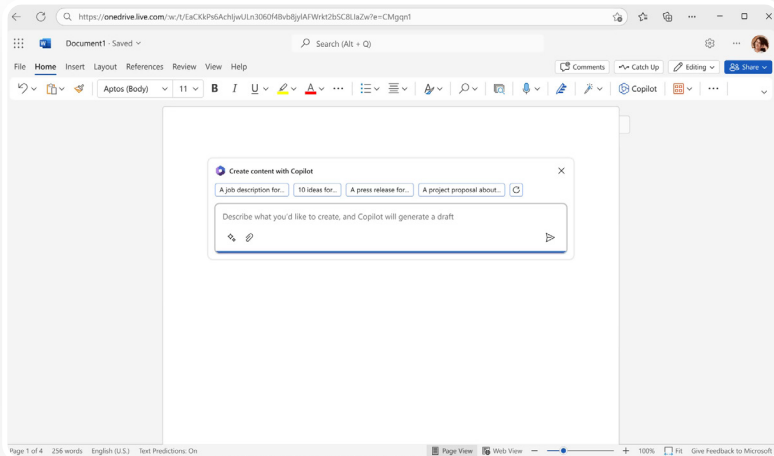
Outlook



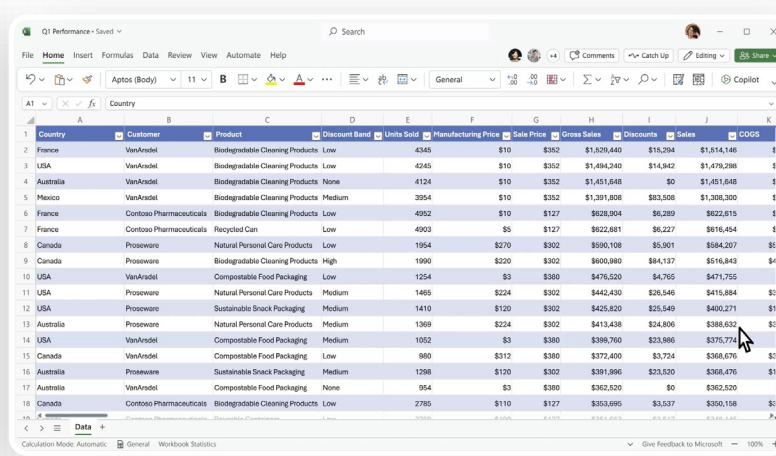
Teams



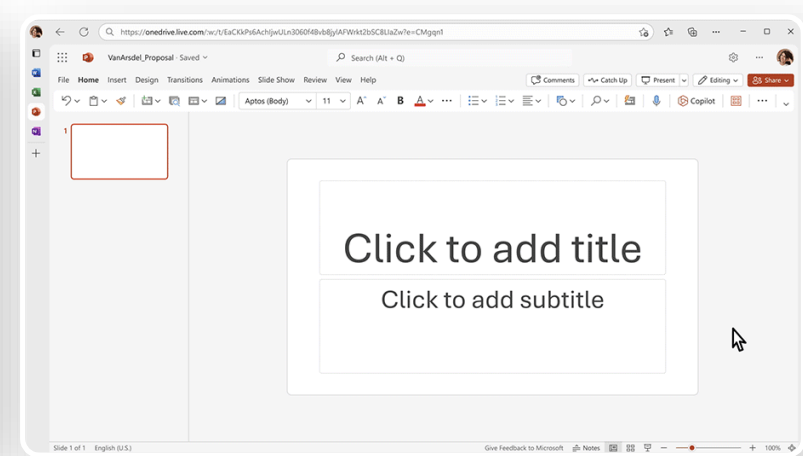
Word



Excel



Powerpoint





Greenmarket - FAQ

1. **Was sind die Öffnungszeiten von Greenmarket ?**
 - o Greenmarket ist von Montag bis Samstag von 8:00 bis 20:00 Uhr geöffnet. An Sonn- und Feiertagen ist der Markt geschlossen.
2. **Wo befindet sich Greenmarket ?**
 - o Unser Supermarkt befindet sich in der Musterstraße 123, 12345 Musterstadt.
3. **Bietet Greenmarket einen Lieferservice an?**
 - o Ja, wir bieten einen Lieferservice an. Sie können Ihre Bestellung online aufgeben und wir liefern direkt zu Ihnen nach Hause.
4. **Gibt es Parkmöglichkeiten bei Greenmarket ?**
 - o Ja, wir haben einen großen Parkplatz direkt vor dem Supermarkt, der für unsere Kunden kostenlos nutzbar ist.
5. **Akzeptiert Greenmarket Kreditkarten?**
 - o Ja, wir akzeptieren alle gängigen Kreditkarten sowie EC-Karten und kontaktloses Bezahlen.
6. **Welche Maßnahmen ergreift Greenmarket für die Lebensmittelsicherheit?**
 - o Wir halten uns streng an die Lebensmittelhygienevorschriften und führen regelmäßige Qualitätskontrollen durch, um sicherzustellen, dass unsere Produkte frisch und sicher sind.
7. **Bietet Greenmarket auch Bio-Produkte an?**
 - o Ja, wir haben eine große Auswahl an Bio-Produkten, die Sie an unseren speziellen Bio-Regalen finden können.
8. **Kann ich bei Greenmarket Gutscheine kaufen?**
 - o Ja, Sie können Gutscheine in verschiedenen Beträgen an unserer Kasse erwerben.
9. **Gibt es bei Greenmarket spezielle Angebote für Stammkunden?**
 - o Ja, wir haben ein Treueprogramm, bei dem Sie Punkte sammeln können, die Sie gegen Rabatte und spezielle Angebote eintauschen können.
10. **Wie kann ich mich über aktuelle Angebote und Aktionen bei Greenmarket informieren?**
 - o Sie können sich auf unserer Website für den Newsletter anmelden oder uns auf Social Media folgen, um immer über die neuesten Angebote und Aktionen informiert zu sein.



Ausgewählte Use Cases erleben

Umsatzsteuer Assistent, Deal Assistent und Ideen Assistent - drei spannende digitale Showcases für schnelle Antworten auf Ihre Fragen. Weitere spannende Use Cases warten in der **Bibliothek**.



PROPOSALASSIST

Einkauf

Sprich mit deinem Dokument



TRAVELCOPILOT

HR

Sprich mit deinem Dokument

TravelCoPilot helps you navigate business



PERSONACONSENT

Vertrieb und Marketing

Prompt like a Pro



Thank you!



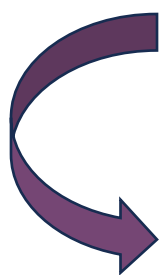
kpmg.de/socialmedia

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