4 ways retailers can use GPT-4 to boost ecommerce success

Article

Using OpenAI's GPT-4, retailers can save employees time, map the customer journey, and predict what consumers will do next. Here are four use cases for retailers looking to use generative AI technology to get a leg up on their ecommerce businesses.

1. Mapping the shopping journey

Customer journeys are long and winding roads. A consumer may discover a product via an Instagram ad, research it on the brand's website, and purchase it later on Amazon.

This makes it difficult for retailers to figure out where, when, and how they should reach customers and where they should be investing their ad dollars.

By using GPT-4, retailers can analyze data from across social, owned, and third-party platforms to identify which audiences and channels they should focus on and which ones may not be worth the investment, said Alyson Zhang, COO of Shoplazza, on a recent Tech-Talk Webinar.

GPT-4 can also identify customer behavior patterns in real time, said Zhang, enabling retailers to be agile and adapt to changing consumer trends.

2. Dynamic prediction

"GPT-4 uses machine learning algorithms to predict customer behaviors and then tailor the shopping services to their individual needs," said Zhang.

A good example of putting GPT-4's prediction abilities to use is through product recommendations. The technology can analyze consumer data from across the internet to help retailers determine which products or ads they should serve, helping improve conversion rates and boost sales.

3. Automating processes

GPT-4 can also help save employees time by automating tasks like data entry or inventory management.

Chatbots are a natural fit for generative AI because of the technology's natural language processing capabilities and its ability to answer simple customer questions.

"When it comes to customer service, response time and effectiveness of the response are crucial," said Zhang. "GPT-4 has the ability to respond quickly and accurately and free up your staff to focus on more complex customer solutions and issues."

4. Brainstorming and writing content

Another way GPT-4 can help free up employees' time is by helping them brainstorm, create, and proof content, including product descriptions, marketing materials, or internal communications.

It can also help retailers enhance their SEO by generating optimized headlines, keywords, and content ideas.

Watch the full webinar.

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