3 uses for ChatGPT in retail

Article

ChatGPT will transform formulaic tasks like product descriptions and inventory management. As OpenAI makes more integrations available, adoption will become increasingly common. Here's how major retailers are already using ChatGPT.

1. Writing product descriptions

ChatGPT is a really useful tool when working with an existing data set like product inventory. By inputting product information into ChatGPT, marketers can create many product

descriptions at once and retailers can speed up the time it takes to list products, which is what streetwear retailer Snipes has been doing.

Shopify got into the AI product writeup game with the addition of Shopify Magic, its AI-powered product description tool, into its suite.

People still need to be involved in every step of this process to make sure descriptions are free of errors or plagiarism and that a brand's tone is being followed. ChatGPT allows for faster content creation, but it's not a replacement for editors and quality assurance teams.

2. Providing real-time shopping assistance

ChatGPT creator OpenAI just announced partnerships with Instacart, Klarna, OpenTable, and more, opening exploration of the AI technology into new business implementations.

For now, Shopify and Instacart are using ChatGPT to create shopping assistance chatbots. Instacart's chatbot will help customers find recipes and ingredients, allowing input of nutrition and dietary restrictions when suggesting shopping items. Shopify's chatbot will function similarly.

These kinds of integrations show OpenAI is evolving from an experimentation and research firm to a consumer tech company. Expect to see more aggregation and API use in the future as ChatGPT empowers businesses' chatbots.

3. Managing your inventory

ChatGPT can track inventory by analyzing point-of-sale systems, online orders, and warehouse management systems to forecast demand. This either requires using an API for integration or actively inputting data sets.

If you're not at the integration stage of ChatGPT experimentation, you can still use the tech to turn large, unstructured data sets into actionable briefs. ChatGPT can then provide recommendations for inventory management based on historical data.

Don't be afraid to show off AI use. Night Shift Brewing took product descriptions a step further, to have ChatGPT formulate and name one of its beers: the AI-P-A. Offering a product created by AI shows off Night Shift Brewing's creative use of ChatGPT, rather than hiding it.

And The Coca-Cola Co., which recently signed a deal with OpenAI, is encouraging customers to use AI for a marketing campaign competition.

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