



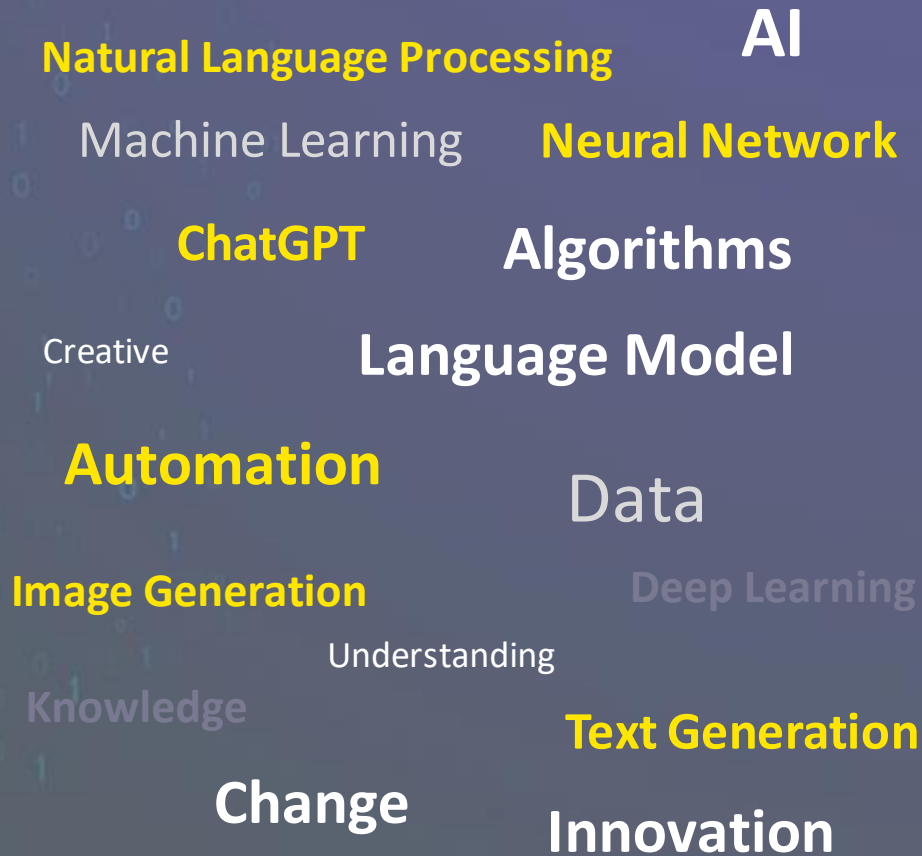
GenAI: A Strategic Pillar of Marketing Organization

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The C-Suite Agenda: As this next frontier unfolds, enterprises need to ask the right questions

What does Generative AI mean to you?



Leadership questions

CEOs/COOs

- ▶ How does Generative AI align with our company's goals, objectives, and current or target operating model?
- ▶ How can Generative AI reduce my costs?
- ▶ How are new and existing competitors and disruptors deploying Generative AI?

CMOs

- ▶ How can Generative AI help our organization stay ahead of the competition and enhance customer engagement?

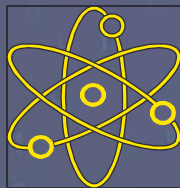
CTOs/CIOs

- ▶ How can we integrate Generative AI with our core technology and information systems?
- ▶ What kind of training and resources will our technical staff need to implement and maintain systems using Generative AI?

CROs

- ▶ What are potential internal and external risks associated with Generative AI and how can they be mitigated?
- ▶ How do we place the right safeguards and controls to operationalize using Generative AI?

What is the strategic roadmap for AI adoption?



- ▶ Identify AI strategy
- ▶ Engage business units
- ▶ Set up policies for build & use of AI
- ▶ Define success criteria

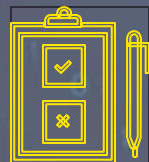
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Define Gen AI Strategy

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Business Use Cases

- ▶ Identify business objective
- ▶ Research use cases
- ▶ Prioritise high value use cases



- ▶ Hire resources to work with GAI models
- ▶ Refine roles & responsibilities
- ▶ Training & upskilling

5

People, training & adoption

3

Data & Tech Architecture

- ▶ Data availability and alignment with use cases
- ▶ Choose the right AI architecture
- ▶ Integrate developed model into existing business systems



4

Risk & Governance

- ▶ Identify and asses key risks
- ▶ Set up guardrails for inherent risks
- ▶ Enhance focus on model risk management



How to build business case and roadmap GENAI Journey

Value Drivers

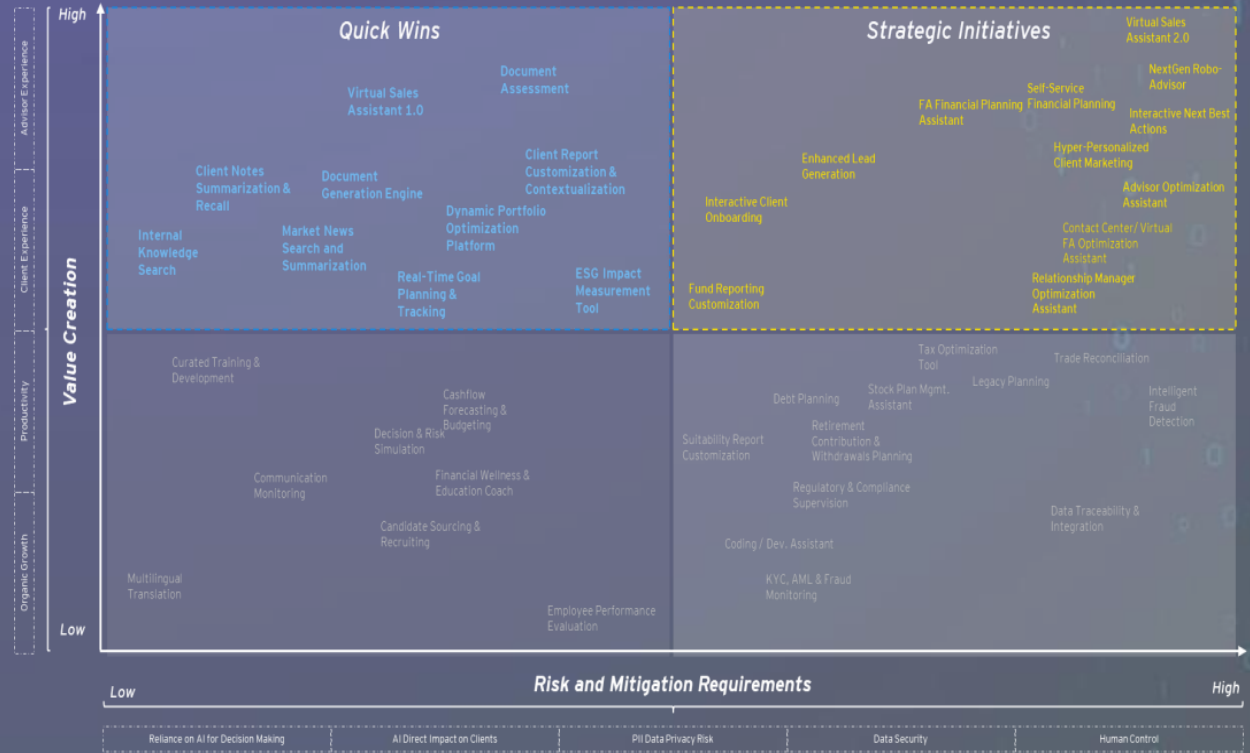
- Revenue Growth
- Productivity improvement
- Consumer experience
- Speed to Value

Efforts needed

- Data Preparation
- LLM Engineering
- Talent Ask & Training
- Deployment Complexity

Risk Drivers and Risk Mitigation

Data privacy	Client Impact Management
Bias & fairness	Privacy, Bias, IP Management
Copyright & IP	Human in the Loop
Impact of Errors	Error mitigation & Controls



✓ Identified use cases to be evaluated on across 3 core dimensions: *Value Drivers, Effort Needed, Risk and associated Risk Mitigation*

✓

There are large number of opportunities across the marketing & sales value chain

Product & Marketing

Improved segmentation and personalisation

Market Research:

-Generate market insights related to competition, customer behaviour, products, to ensure faster launch

Product Profitability:

-Generate insights into product performance along the defined KPIs, gap analysis and next best action

Customer Segmentation:

-ML based intelligent segmentation to create customer segmentation basis emerging personas

Product Development:

-Generate new product ideas, process designs and customized solutions basis historical and future trends

Marketing collaterals:

-Ability to generate customized marketing collaterals in form of image, audio and video basis personas

Prospecting & Sales

Reduced effort, better TAT and single view of customer

RM Co-Pilot:

-Draft email, write sales proposals, sentiment analysis, post meeting summarization

KYC Authentication:

-ICR/OCR to intelligently read and authenticate KYC across documents

AI Chatbot:

~Understand product offerings and all details. make customized product pitch

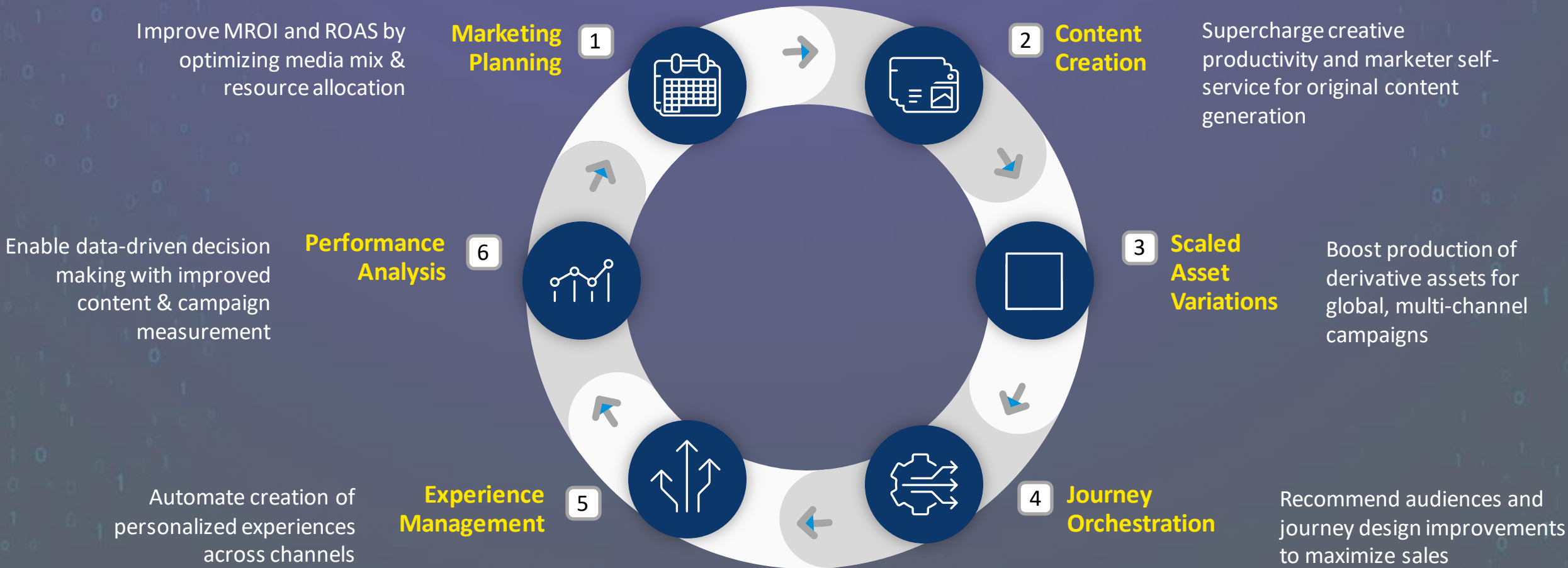
Distribution:

-Integration of channels to create omni channel view to customers for completing product purchase

Hyper Personalised Offers:

-Enhanced customer targeting, personalization, and lead generation, for more effective campaigns

Key areas of the marketing journey will benefit from GenAI





DATA UNPLUGGED
INDIA
FUTURE OF DATA