GatesNotes THE BLOG OF BILL GATES

THE FUTURE OF AGENTS

AI is about to completely change how you use computers

And upend the software industry.

By **Bill Gates** | November 09, 2023

Microsoft | OpenAI

Generative AI

Lead the AI Era with Transformative Experiences

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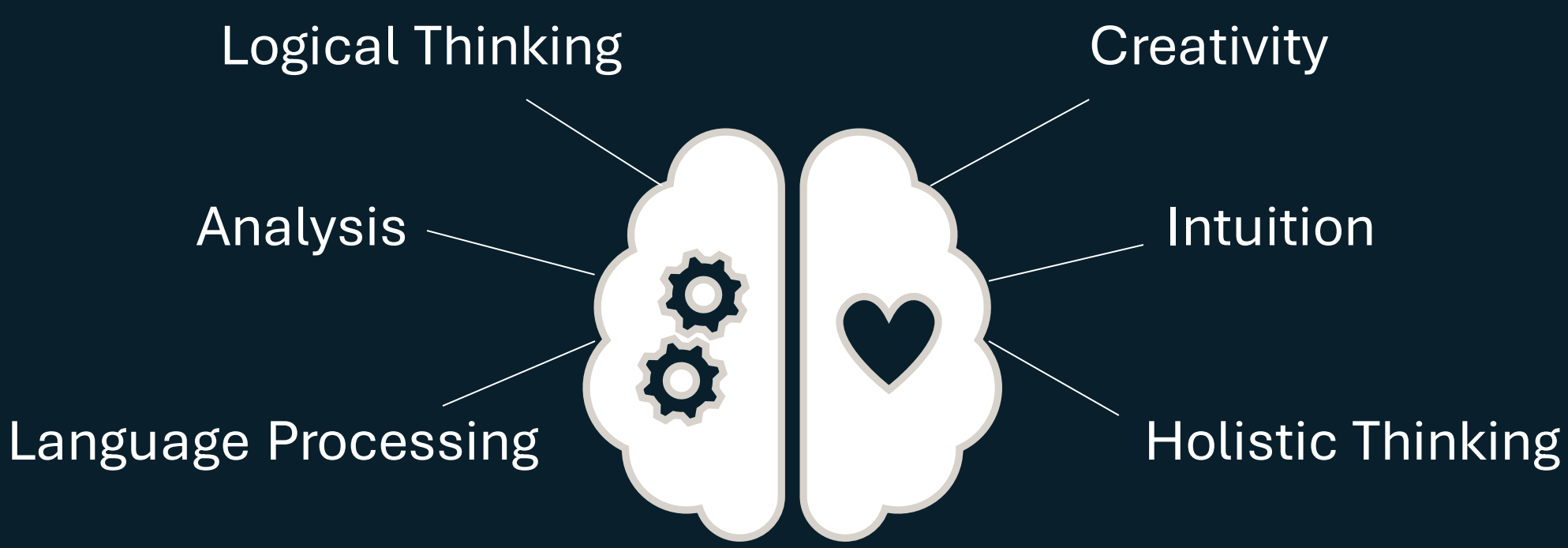
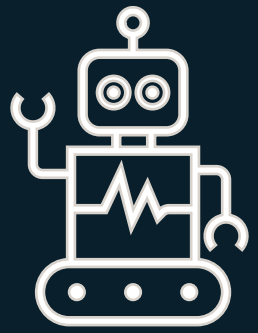
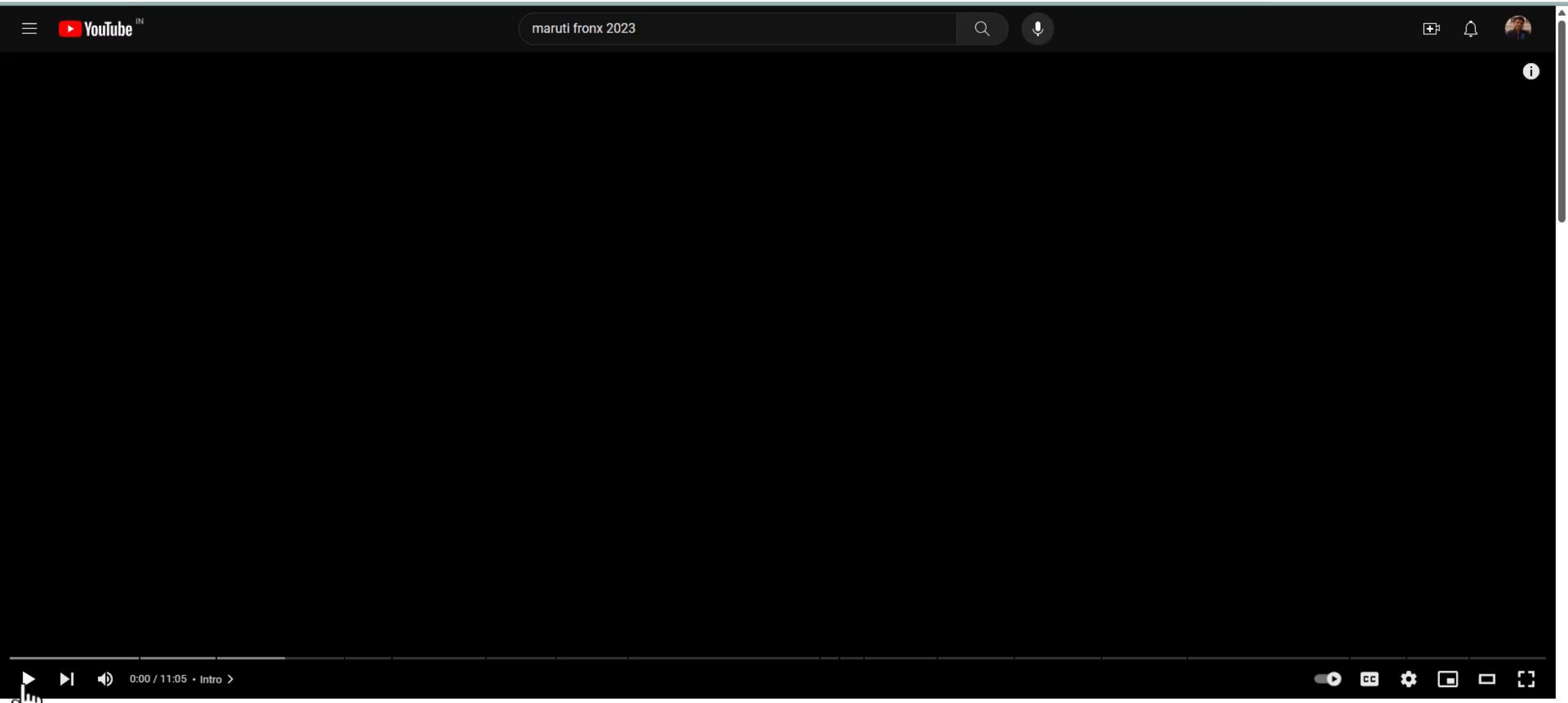


Era of Intelligence



Genesis of an Era of Conversations

AI driving authentic brand and consumer experiences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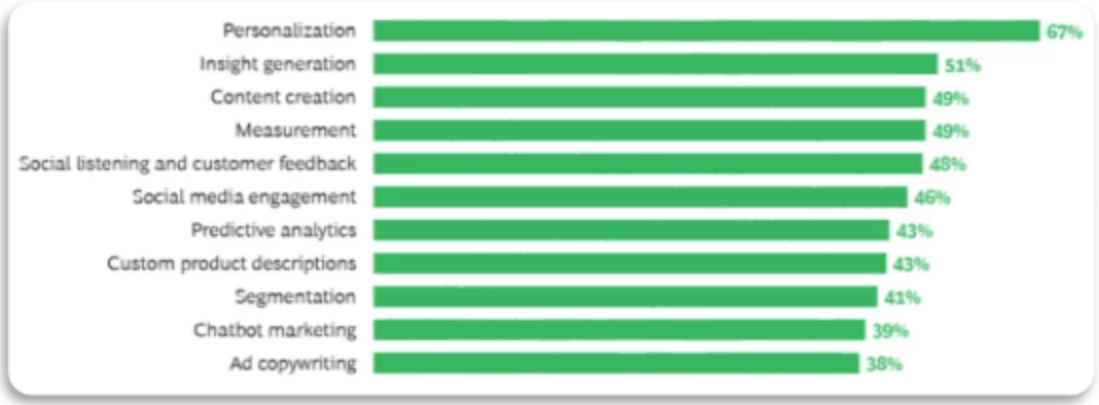
CMO Priorities in 2024

- Accelerate Growth
- Unified customer profile
- Real time personalization
- Converge touch points
- Connected marketing & sales
- Omni channel Customer Service

AI as a copilot for CMOs

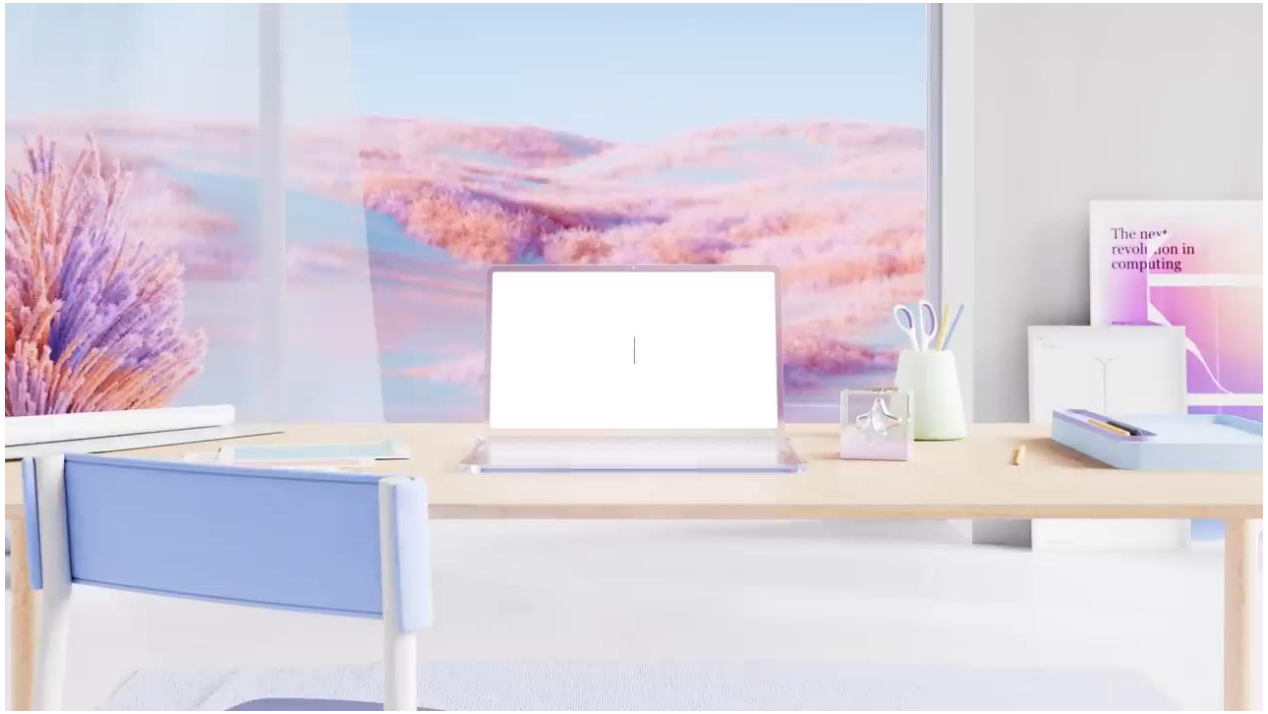
Response	Some already in use	Currently in testing	To be tested within 2 years	No plans to test
Respondents	70%	19%	8%	3%



70% of CMOs surveyed by BCG are already using Gen AI

Source – BCG generative AI survey 2023, n=211

Campaign Management



Copilot for campaign

- Building Briefs
- Managing different teams
- Campaign analytics
- Campaign updates
- Tracking ROI

Gen AI images for commercial use

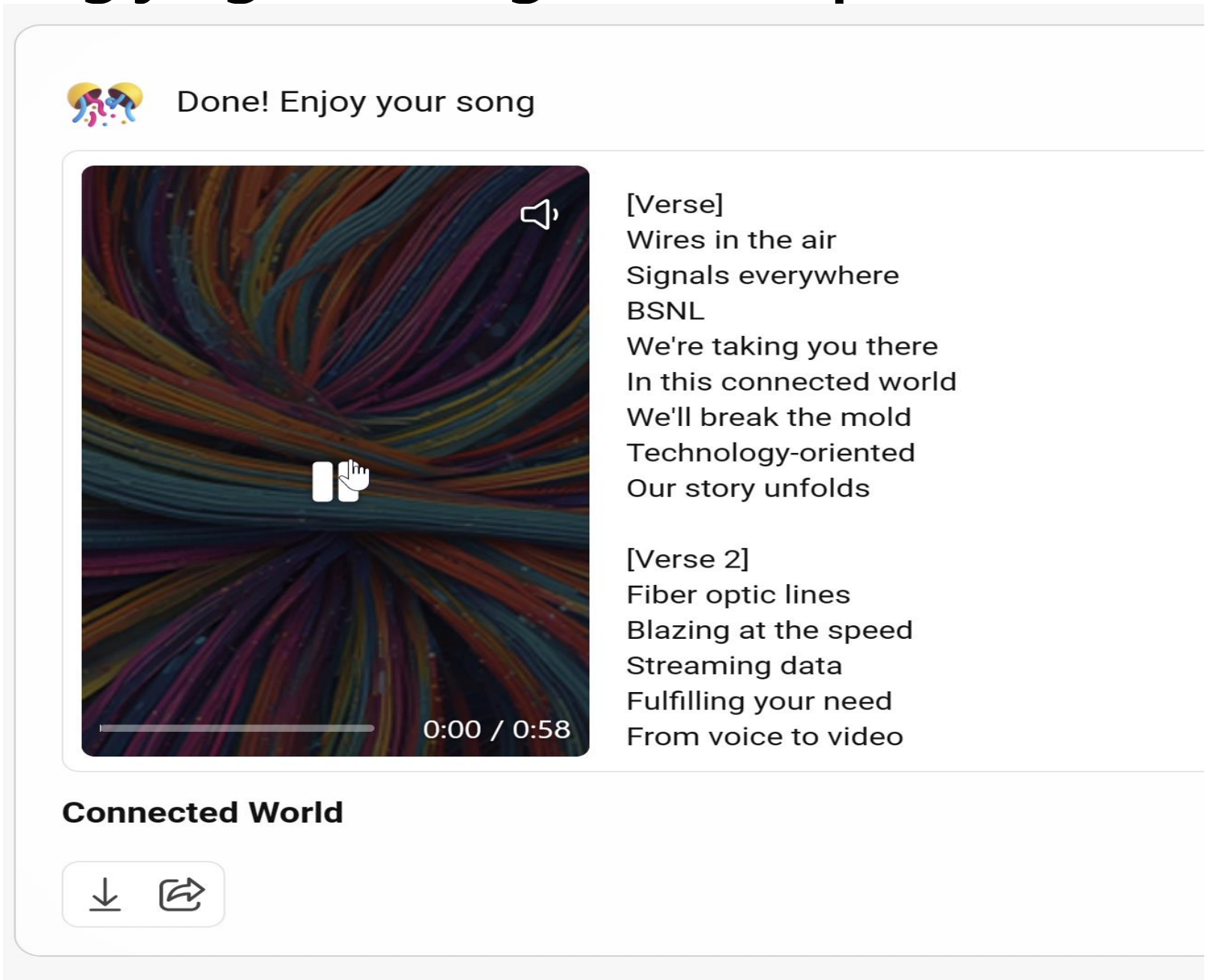
Prompt
Modern young Indian girl in front of bank branch

Prompt
Photo realistic image of a Modern smart hip Indian girl in front of bank branch on a rainy day

Prompt
Photo realistic image of a startup founder in Bandra café

Generating marketing jingles using Azure OpenAI

Prompt:
BSNL is a Technology-oriented integrated telecom service providing company which provides complete bouquet of telecom services. Create a calm jingle for BSNL's marketing campaign.



Prompt

a woman wearing purple overalls and cowboy boots taking a pleasant stroll in Mumbai, India during a winter storm

Prompt

The camera follows behind a white vintage SUV with a black roof rack as it speeds up a steep dirt road surrounded by pine trees on a steep mountain slope, dust kicks up from it's tires, the sunlight shines on the SUV as it speeds along the dirt road, casting a warm glow over the scene.

The dirt road curves gently into the distance, with no other cars or vehicles in sight.

The trees on either side of the road are redwoods, with patches of greenery scattered throughout. The car is seen from the rear following the curve with ease, making it seem as if it is on a rugged drive through the rugged terrain.

The dirt road itself is surrounded by steep hills and mountains, with a clear blue sky above with wispy clouds.

DANOVER

Multimodality is ‘Real’

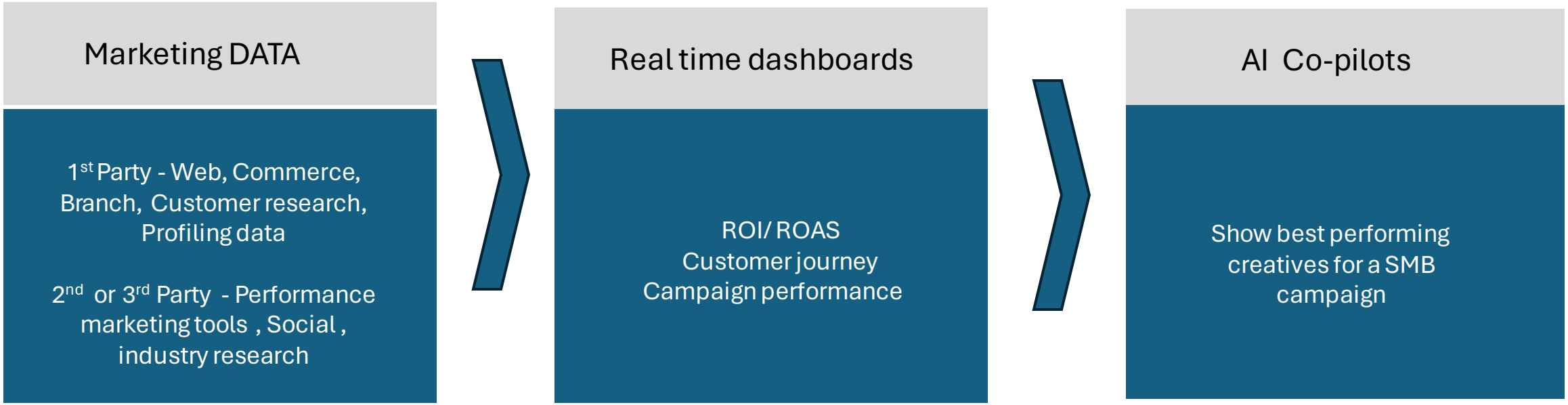
Image | Audio | Video

Text | Multilingual

OPENAI
DEVDAY
Pause
00:01

Insight Generation

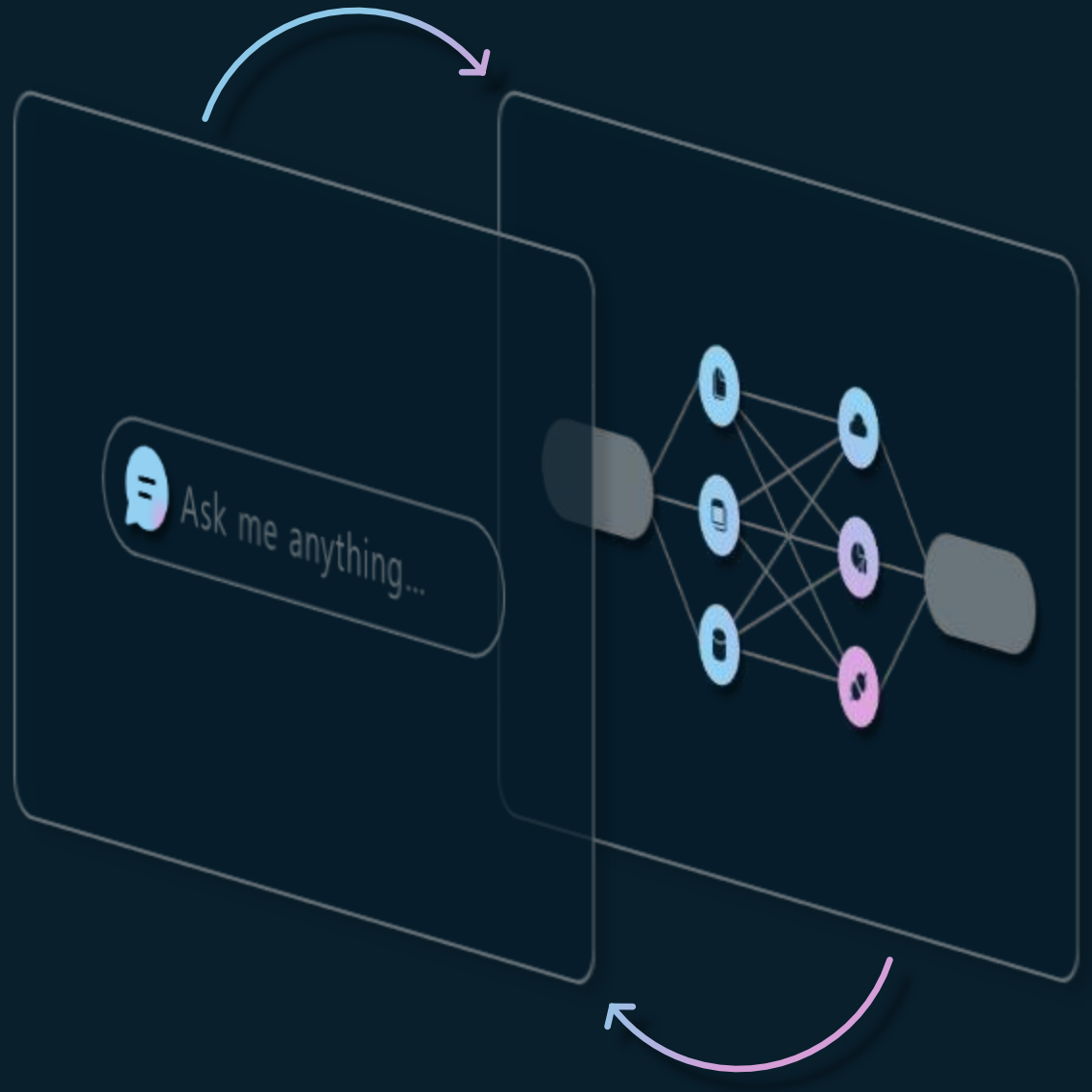
Converting petabytes of data into real time boardroom insights



Insight Generation

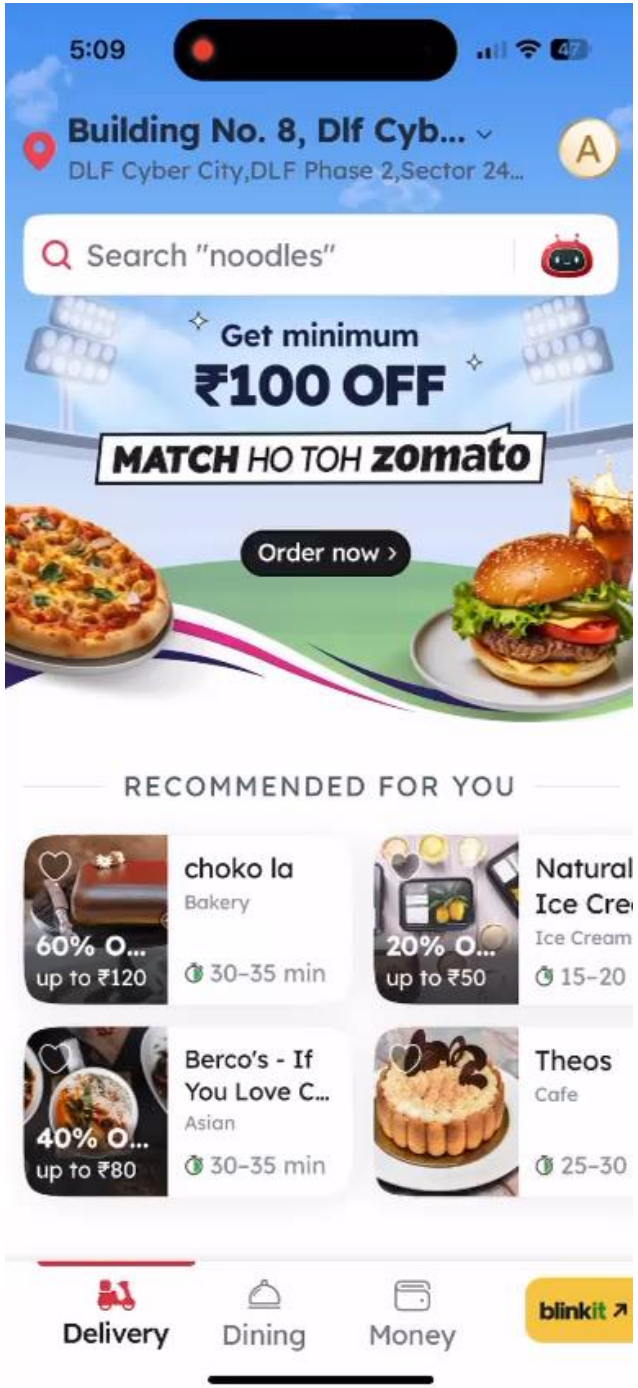
Converting petabytes of data into real time boardroom insights

Natural language



Reasoning engine (Brain)

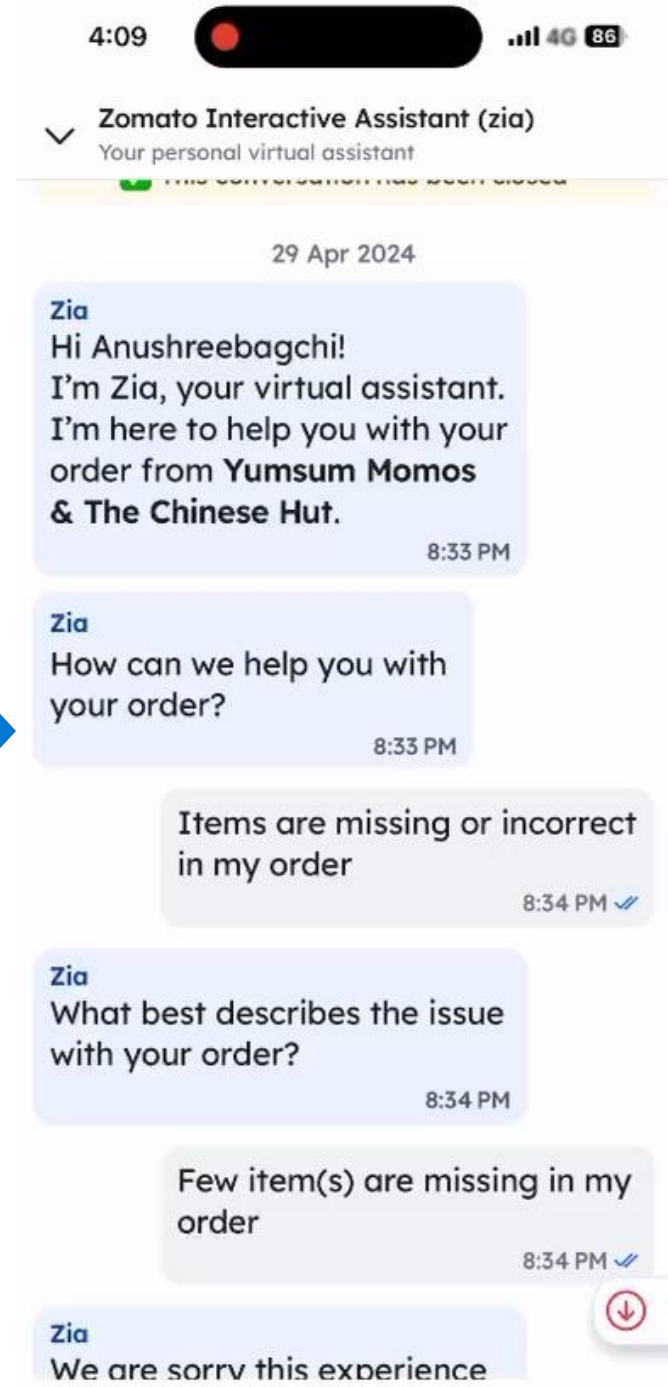
India is innovating



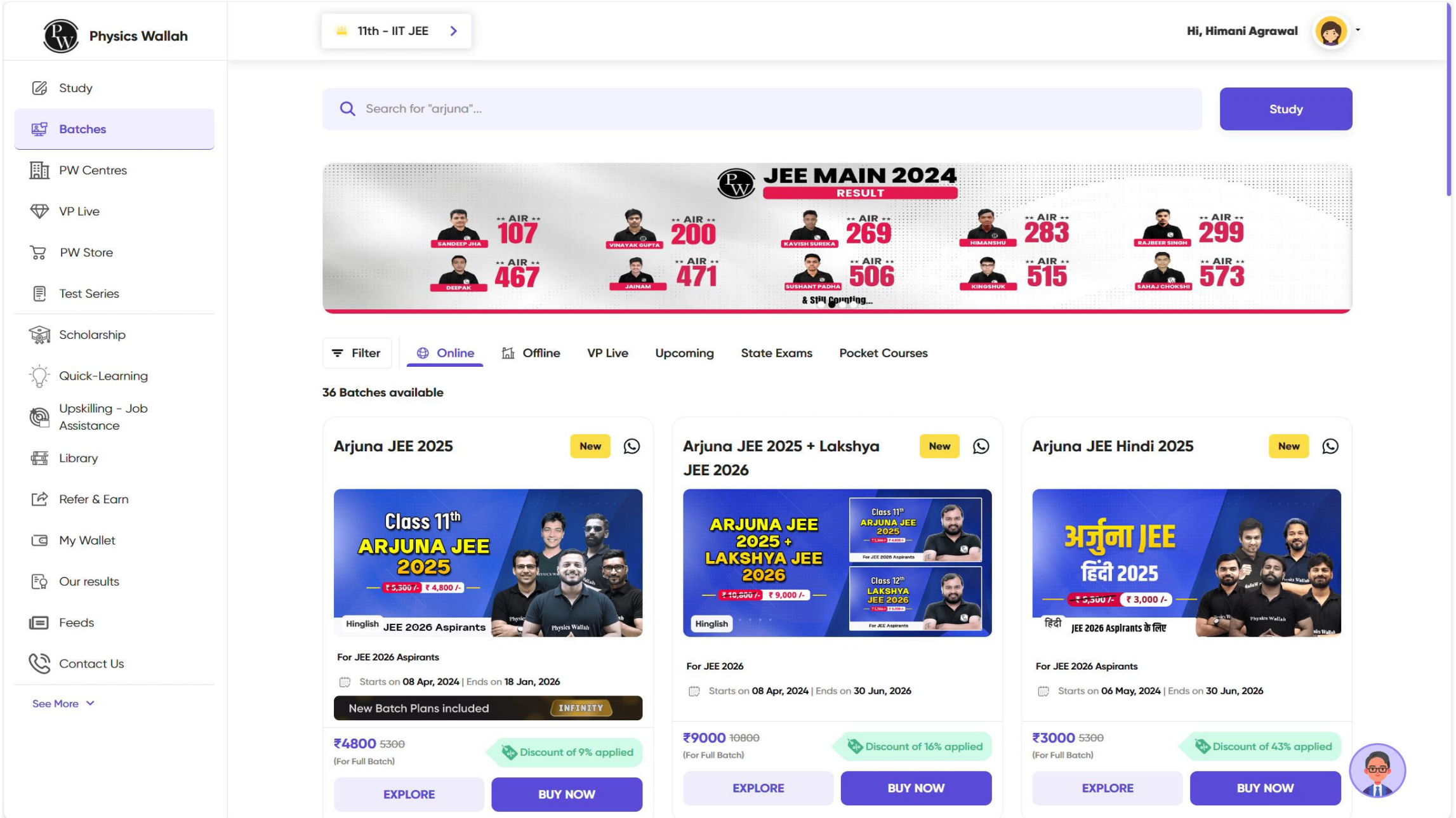
zomato

Zia helping customers with their choices

Zia improving CSAT: Quick issue resolution



Physics Wallah: Integrating it in the product



Amplifying Product/Brand Promise

blinkit

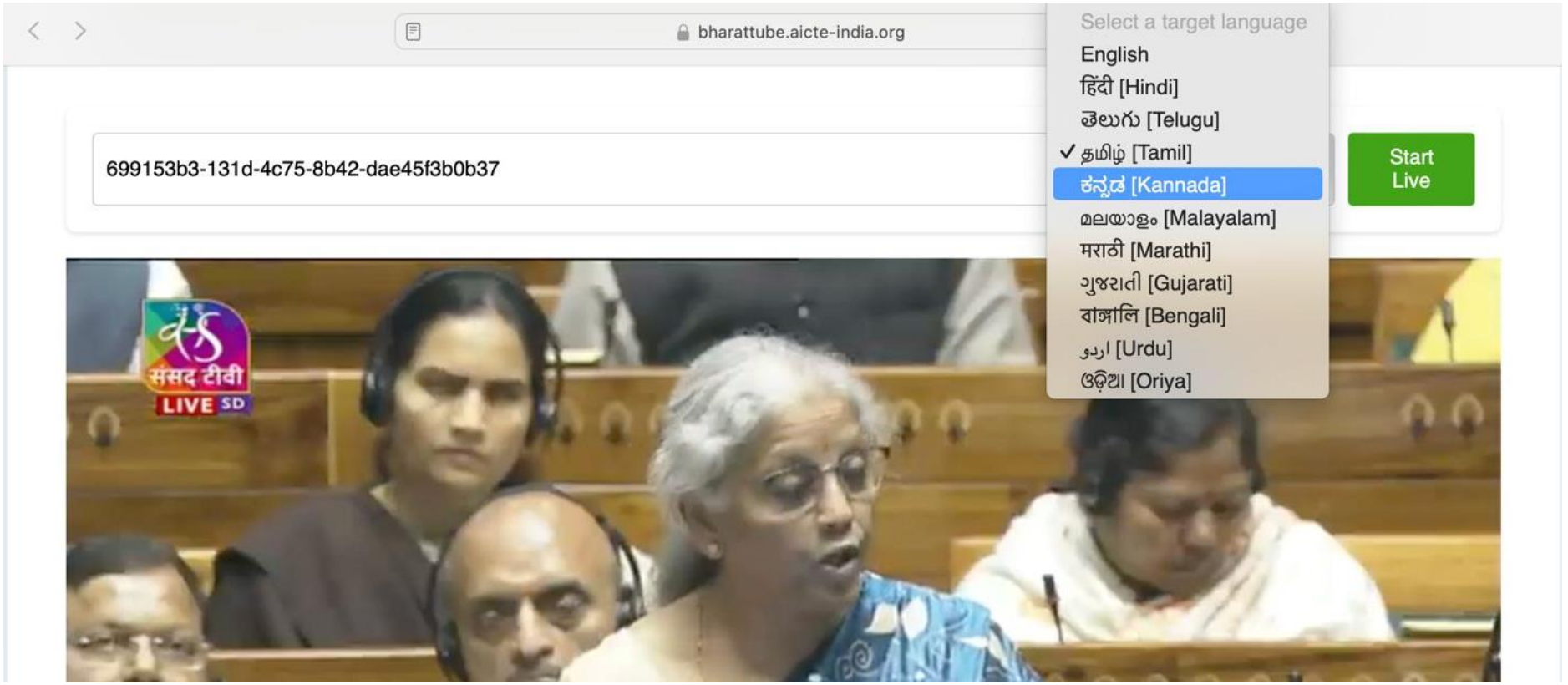
Cooking up recipes

While Blinkit is primarily an instant commerce platform, it realised that by adding recipes and linking the recipes to specific ingredients that could be purchased, it could increase engagement as well as orders. However, the challenge remained in terms of creating thousands of recipes and showcasing them to the relevant customers.

Increasing engagement

Blinkit used generative AI to create thousands of recipes with rich data and media. This was used to enrich the catalogue and serve personalised recipes based on user taste, actions, and dietary preferences. These recipes were generated for a curated list of products using Azure OpenAI.

Daily checkout of recipes	Increased GMV added by recipes

Hyper Personalization

Budget Speech