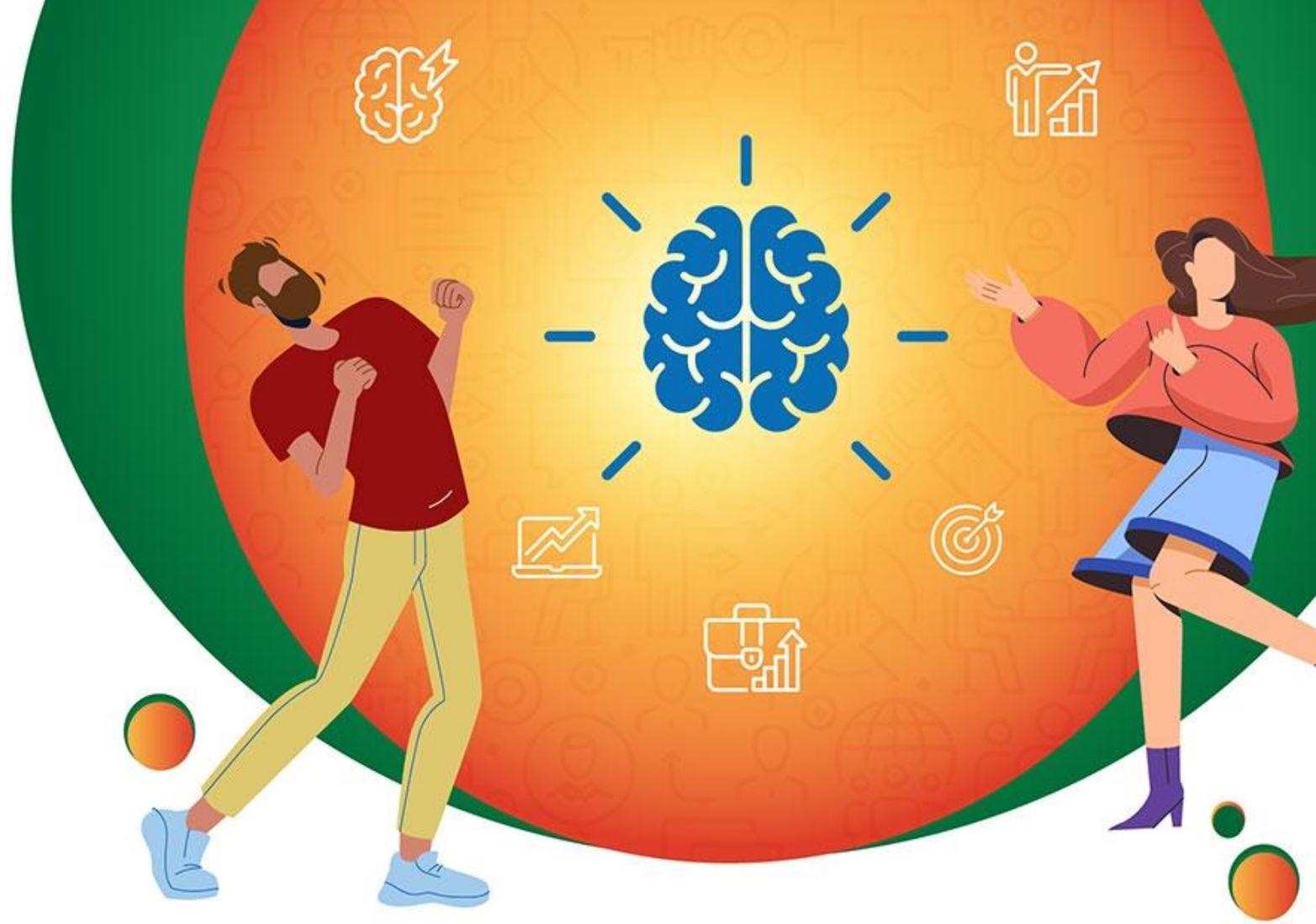




By  
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# Objective

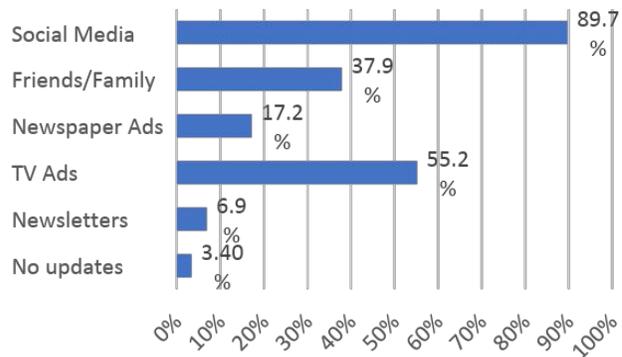
Suggesting Gen AI use cases to elevate customers' experience

## Target Segments

	Gamers	Heavy Social Media Users	Home Appliance Purchasers	Health-Conscious People
<b>Consumer</b>	Rohan, 20	Amyra, 27	Alka, 38	Anil, 52
<b>Characteristics</b>	College Student, an Avid Gamer, Aware of cutting-edge technologies	Typical Millennial, Active on Social Media, Makes most purchases online	Home Maker, Makes purchase decisions for family, Brand Aware	Light device usage, uses basic apps like WhatsApp, Health Conscious, Unaware of brands
<b>Products Consumed</b>	Smartphone, Headphones, Monitor, Heatsink, SSDs	Smartphone, Earbuds	Smartphone, Refrigerator, AC, TV, Washing Machine	Smartphone, Smartwatch
<b>Key Influencers</b>	Peers, Streamers	Peers, Social Media Ads	TV ads, Newspaper Ads	Family, TV ads, Newspaper Ads

## Samsung Awareness

Product Awareness Touchpoints



## Consumer Needs

<b>Rohan</b>	Recommendations with features like great processing power, displays with great picture quality, large Storage
<b>Amyra</b>	Regular products updates, personalized recommendations
<b>Alka</b>	Product Comparisons, Product Ratings and Reviews, General Usage Tips
<b>Anil</b>	Hassle-free products, hyper-personalized, personal health updates

## Market Trends

5G is projected to account for nearly 40 percent of mobile subscriptions in India – 500 million – by the end of 2027.

The market size of Gen AI in India is expected to show an annual growth rate (CAGR 2023-2030) of 27.66%, resulting in a market volume of US\$4.20bn by 2030.

## Primary Research

- Over 75% of personal devices purchases happen online
- Lifespan of a smartphone in urban areas is 2 years on average
- Around 80% of home appliance purchases happen at retail stores
- In over 70% of the households, home appliance purchases are done by senior members
- Peer recommendations carry ten times more weight than salespeople
- For the GenZ (born 1997 onwards), only 35% have visited the Samsung's retail store in the past 3 years
- While buying Samsung Products, 90% of the people first go to either google or platforms like Amazon, Flipkart etc. The rest 10% search directly on the Samsung's App/website

## Key Samsung Differentiators

### 1) Samsung Experience Stores



Will offer unique and exciting experiences for GenZ and Millennials like Gaming SmartThings, Workshops

### 2) Focus on Rising Gaming Market



-> 2<sup>nd</sup> most preferred brand for gaming  
-> Great gaming phones, ranging from Rs. 17,999 to Rs. 81,999

### 3) Digital Signage Technology



Leading-edge digital signage platform that elevates the power of displays to enhance a business

### 4) 5G Smartphone Market Leader

Samsung leads the 5G smartphone market in India with a 24% market share, followed by OnePlus (20%) [Q2 2023]

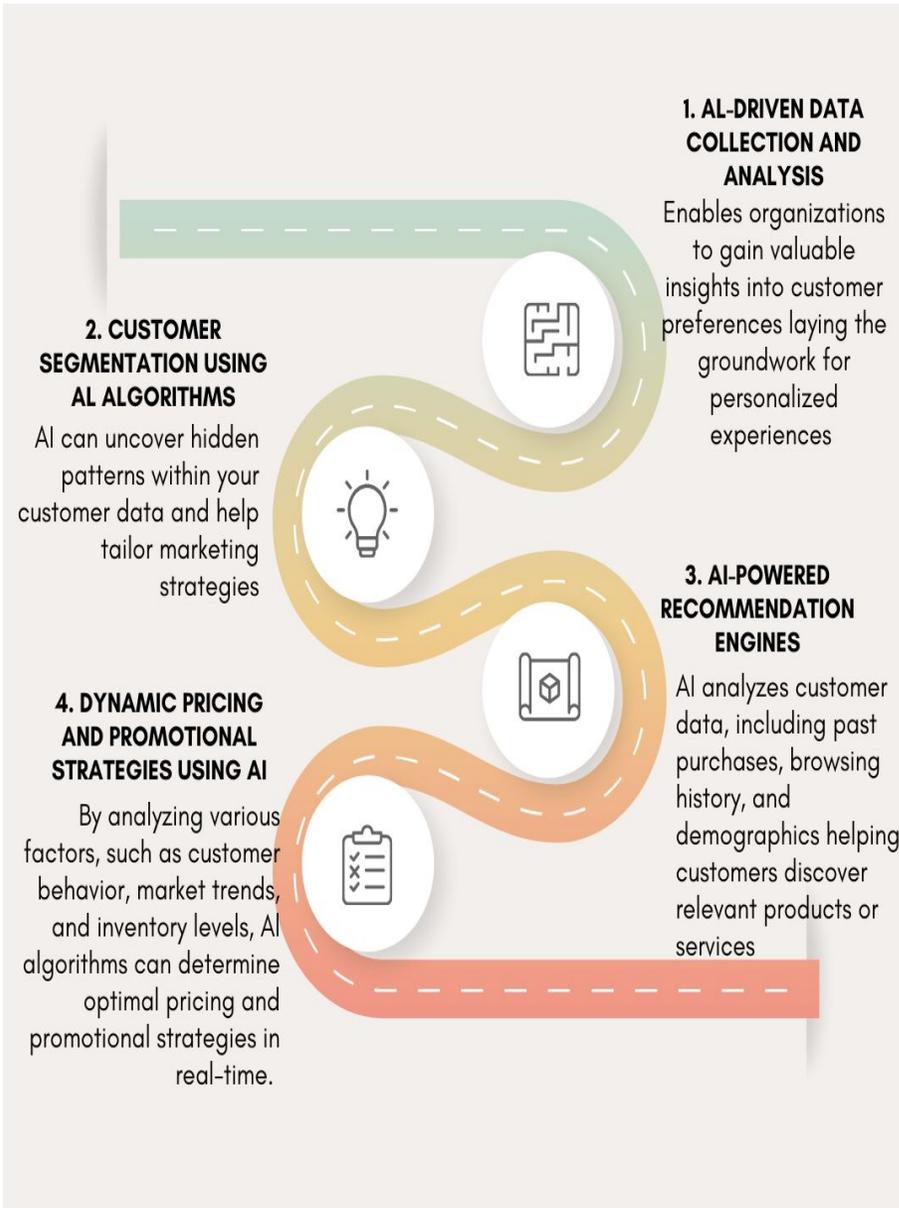
### 5) Increasing preference of premium products

The consumer demand towards Samsung's premium products rose from 32% in 2019 to 60% in 2022

### 6) Highest Website Traffic amongst Competitors

Samsung.com is the third most visited telecom website in India (Behind Airtel.in and Jio.com)

## How will GenAI work



## Benchmark Generative AI Use Cases



Providing personalized product recommendations to enhance the shopping experience and engage customers through their ChatGPT integrated app



Shopify's Shop app integrates ChatGPT to boost productivity for store owners. It aids in creating SEO-friendly content, drafting emails, generating product descriptions, and providing personalized product recommendations to buyers



Spotify's Discover Weekly: Spotify's AI-curated playlists introduce users to new artists and tracks-increasing awareness of the vast library.



Walmart uses AI to analyze sales data, predict demand, and optimize stock levels in real-time



Cisco has introduced generative AI features in Webex, including 'Catch Me Up' for summarizing calls and automating meeting follow-ups. Cisco's Security Cloud now offers AI-driven tools for easier security policy management and enhanced threat response.



Virtual try-on experiences with generative AI. Enabling customers to visualize products in their own space through AI-generated virtual try-on experiences.



Salesforce introduces Einstein, a ChatGPT-powered Slack app, streamlining communication, enhancing drafting, and providing research tools alongside 2600+ integrations, ensuring secure third-party access



Mastercard integrates ChatGPT into its chatbot platform for personalized customer services, handling account inquiries and providing tailored recommendations using machine learning algorithms



AI-Generated Brand-Aligned Ketchup Ad: Using AI for brand-centric marketing images, boosting brand recognition

## Gaming

### Why

The number of gamers in India is expected to reach 444 million this year, up 12.1% from 2022.

In all, 96.8% of these players use a smartphone or tablet, and they account for 78% of the forecasted US\$868 million video-game revenue.

Gamers on average spend 8 hrs/week on consuming content related to gaming on platforms like YouTube, Facebook etc. and 6 hrs/week on gaming communities like Discord, Twitch etc.

A prompt needs to be given to generate such videos.

**My Prompt**  
Generate side-angle PUBG gameplay with two people shooting at each other in a desert

(The video is almost perfect)



**Pika Labs**

A Sample Gen AI video generated by Pika Labs  
[Click to Play the Video](#)

## How

### Promote relevant features

While promoting, instead of focussing on features like camera quality, focus on elements like RAM, Display quality, Processor etc.

### Generate personalized content

As demonstrated by the Pikalabs example (bottom-left), personalized content can be created. For example, if a user plays Call of Duty, a video can be generated showing how the gameplay will look like if you go for an upgrade.

### Ads on YouTube

Gamers spend significant time on video streaming platforms where targeted ads can easily be shown focussing on gaming accessories like headphone, monitor etc.

### Leveraging Experience Stores

Samsung Experience Stores will provide a unique experience to consumers. For example, the store staff can make the gamers experience QLED monitors, sound system etc. while using the Samsung Gaming Hub. The gaming content can be personalized based upon the user characteristics like favourite game category, characters etc. GenAI can easily create personal characters to give a unique experience to the user. This can get new customers or build brand loyalty.

## Why

The number of health-conscious consumers in India is expected to rise to 176 million in 2026 from 108 million in 2020.

India's elderly population is predicted to double by 2050 and overtake the number of children in the country.

### Some User Traits

- > People in this age care more about quality than the brand
- > Average lifespan of devices is very high so earning opportunities are more through services than products
- > People don't many apps, the most used app is WhatsApp, Health apps are used by 30% of 60+ aged population

## Additional Recommendations

Mobile technology can complement the in-store experience; for example, almost half of the consumers who conduct research on their smartphones have done so while in stores.

More features need to be added in the app like Gen AI chatbot, video generators, communities to increase app engagement.

## Health Conscious

### How

#### PRE SALES:

- Tips and guidance on health concerns based on users' health-related content consumption.

#### DEMAND GENERATION:

- Leverage AI to recommend Samsung Health App, Galaxy Watch Series, telemedicine offers, tailored to individual health needs.

#### POST SALES:

- Integrate health-conscious users' lifestyles with Samsung's health products and services
- Utilize AI for community building among health-conscious Samsung users for support and engagement

#### CRM:

- Continuously improve the Samsung Health App with AI-driven enhancements based on user feedback and needs

**Major Revenue Sources:** Samsung Health in-app purchases, Galaxy Watch Sales

## Home Appliance Purchasers

### Why

Revenue in the Household Appliances market amounts to US\$54.90bn in 2023. The market is expected to grow annually by 6.53% (CAGR 2023-2028).

### How

#### PRE SALES:

- Multi-lingual Product recommendation ads highlighting specific features based on user data

#### DEMAND GENERATION:

- Employ predictive analytics to identify when customers are most likely to make home appliance purchases
- AI-Powered Virtual Home Tours to allow customers to visualize how Samsung appliances fit into their homes. AI can recommend appliances based on the home's layout and needs.

#### POST SALES:

- Predictive Maintenance Alerts based on usage patterns and historical data
- Geofencing alerts customers for post-sales maintenance near stores, ensuring convenience and satisfaction

#### CRM:

- Continue to offer AI-generated product recommendations for accessory upgrades, maintenance services, or even information on recycling old appliances

## Social Media Users

### Why

The social media user penetration in India is forecasted to continuously increase between 2023 and 2028 by 22.4 percentage points. (From 60.72% to 83.16%)

### How

#### PRE SALES:

- Leverage AI to create interactive workshops customized to each user's social media behaviour, allowing for personalized and engaging experiences.

#### DEMAND GENERATION:

- Predictive Analytics to identify emerging social media trends and tailor content to capitalize on these trends effectively.

#### POST SALES:

- AI-Powered Product Registration when users post about their purchases on social media platforms and curate user-generated content, amplifying positive user experiences.

#### CRM:

- Continuously engage with users on social media by using AI to identify and respond to user comments, questions, and concerns, creating a responsive and supportive community.

## Omnichannel Marketing

**Pre-Sales (Demand Generation):** Unified Shopping Cart Across Channels- Seamless shopping cart transition enhances the pre-sales experience, making it more convenient for customers.

**Post Sales (CRM):** Cross-Channel Loyalty Program & Integrated Customer Support- Loyalty program rewards purchases across channels, boosting customer satisfaction and loyalty.

**Benchmark Use Case:** Usage of Beacon Technology by Lord & Taylor

**Key Success Factors:** Seamless Shopping Experience, Effective Data Integration, Engaging Experiences, Quality Customer Service

**Key Risks:** Technical Challenges, Scalability, High Operational cost, Limited Accessibility

### Process flow chart of consumer's journey

Consumers activities are tracked as she browses the internet. Shoppers can be identified when they enter stores through their online user profile.

By combining online and offline interactions, retailers can obtain a holistic view of customer behavior for personalized marketing.

After consumer identification, Digital signage softwares like MagicINFO will start showing personalized offers, recommendations according to their recent browsing and purchasing behavior leveraging artificial intelligence and machine learning algorithms

# Feasibility Analysis

## Risks & Mitigation

### Data Privacy & Regulations

Strict data compliance, anonymization and aggregation, transparency to users

### Biased/faulty AI

Rigorous testing for bias, responsible AI guidelines, continuous monitoring

### Integration challenges

API-driven microservices, modular architecture, incremental integrations

### Limited Accessibility

Customised pricing & targeted outreach for different use cases' target customers

### Scalability

Leveraging the existing promotional challenges of Samsung

### Implementation Costs

Pilot phase in selected locations, initial success rather than massive upfront investment

### Technology Malfunctions

Comprehensive quality assurance, Dedicated technical team for troubleshooting problems

## Success Metrics

### Accuracy of Recommendations

Recommendations should be aligned to consumer needs. Tracking Id of Ads will help in this regard. Higher engagement indicates high accuracy of recommendations

### Reduction in Customer Queries

Less number of customer queries indicate better consumer experience

### Higher Conversion Rates

Increase in purchases post interaction with AI generated content is a key success metric

### User Engagement Rate

Higher engagement rates indicate increased interest of consumers in the AI generated content

## Additional Recommendations

Influence peer connections about brands through paid ads and branded pages on social-media platforms such as Facebook, Instagram, and Pinterest etc. (Peer recommendations carry ten times more weight than salespeople)

To get more users of Samsung apps, QR codes can be placed at retail stores with "scan-to-get-rewards" feature.

## Financial viability test

Operational Costs - 5%

Marketing Costs (Ads) - 7%

Setup Costs – 15%

Revenue increase (Forecasted video game revenue\*market share)  
= 868 \* 16% = US\$138 M  
Costs increase = 27%, 12%, 10% (3 years)

Gaming

Setup Costs – 15%

Marketing Costs (Ads) - 5%

Post-purchase Costs – 10%

Market growth 6.53% (CAGR 2023-28)  
Costs increase = 30%, 40%, 37% (3 years)  
Would require more than 3 years to become profitable

Home Appliance Purchasers

App Maintenance Costs -25%

Promotional Costs – 3%

Marketing Costs (Ads) - 3%

Revenue growth from 2020 to 2026 = 65% (6 years)  
Costs increase = 31%, 29%, 19% (3 years)

Health Conscious

Security Costs – 8%

Marketing Costs (Ads) - 10%

Promotional Costs(Offline) - 15%

Social media penetration increase = 22.4 points  
Costs increase = 33%, 30%, 25% (3 years)  
Profitability calculated with estimation - NA

Social Media users

**SAMSUNG**

**THANK YOU**

**e.d.g.e.**  
EMPOWERING DREAMS GAINING EXCELLENCE



\*T&C apply.