

DRINK DIGITAL DAY

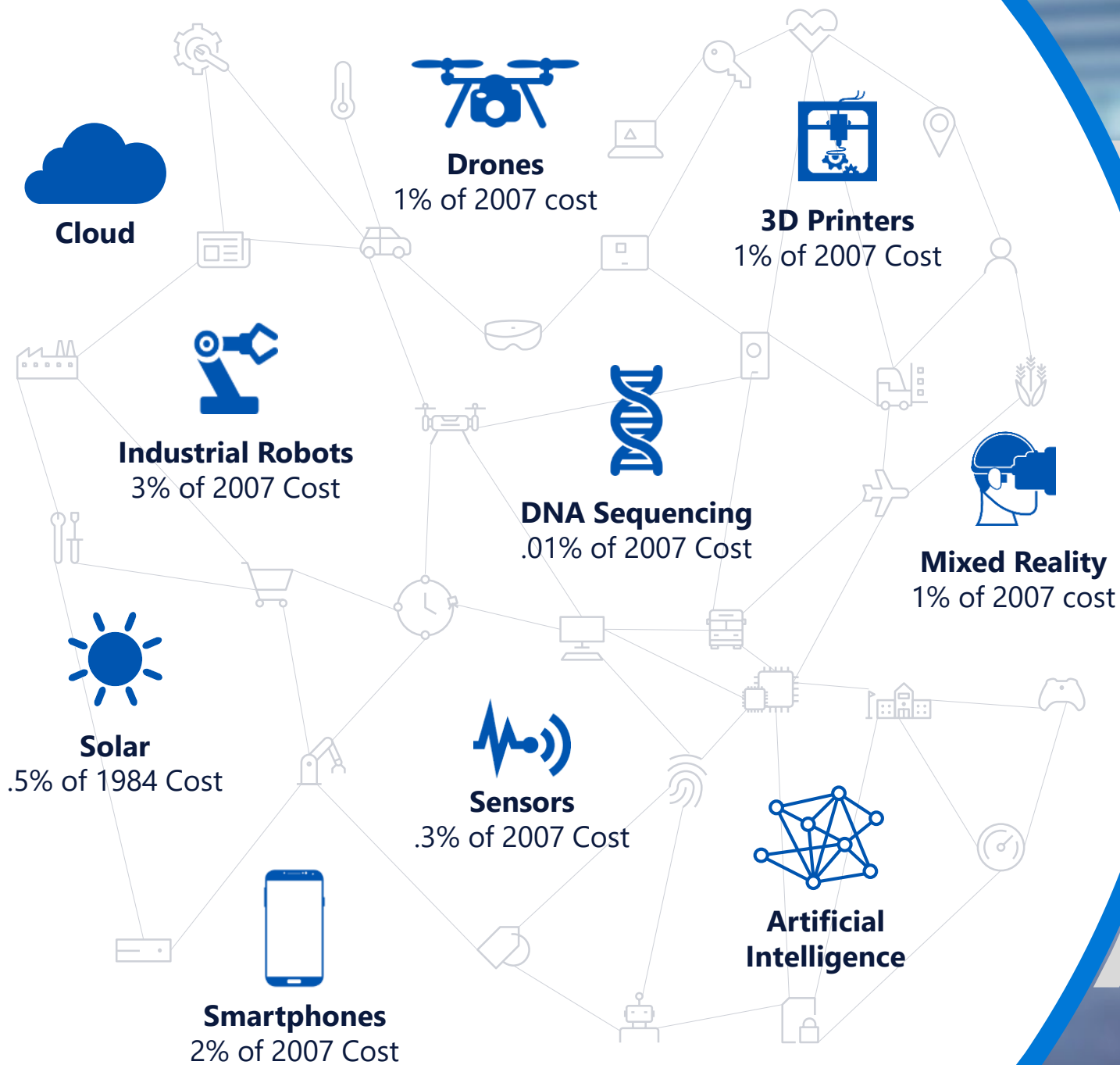
1ère édition du
DRINK DIGITAL DAY

Imagine if...

Quand les IA
transforment notre façon de consommer

Guislain d'HAUTEVILLE - Head of Digital Transformation

 @gdhauteville



La
democratization
des technologies

AI key facts & perspectives en 9 points

1

A Harvard Business Review study found that companies using **AI for sales** were able to increase their leads by more than 50%, reduce call time by 60-70%, and realize cost reductions of 40-60%

2

Juniper Forecasts **\$80 Billion in Voice Commerce in 2023**

3

By 2025, 95% of **customer interactions** will be powered by AI bots - including telephone and online.

4

Gartner has projected that a **quarter of all household requests** will be made through voice assistants by 2019.

5

IDC predicts a 50.1 percent compound annual growth rate for **global spending on AI**, reaching \$57.6 billion by the year 2021.

6

Gartner predicts that by 2020, while 1.8 million jobs will be eliminated due to AI, 2.3 million more jobs **will be created in their place**.

7

Consumers **use more AI than they realize**. While only 33% think they use AI-enabled technology, 77% actually use an AI-powered service or device.

8

AI could **double annual economic growth** rates by 2035

9

In five years, more than **50% customers** will select services based on their AI **instead of the traditional brand**.

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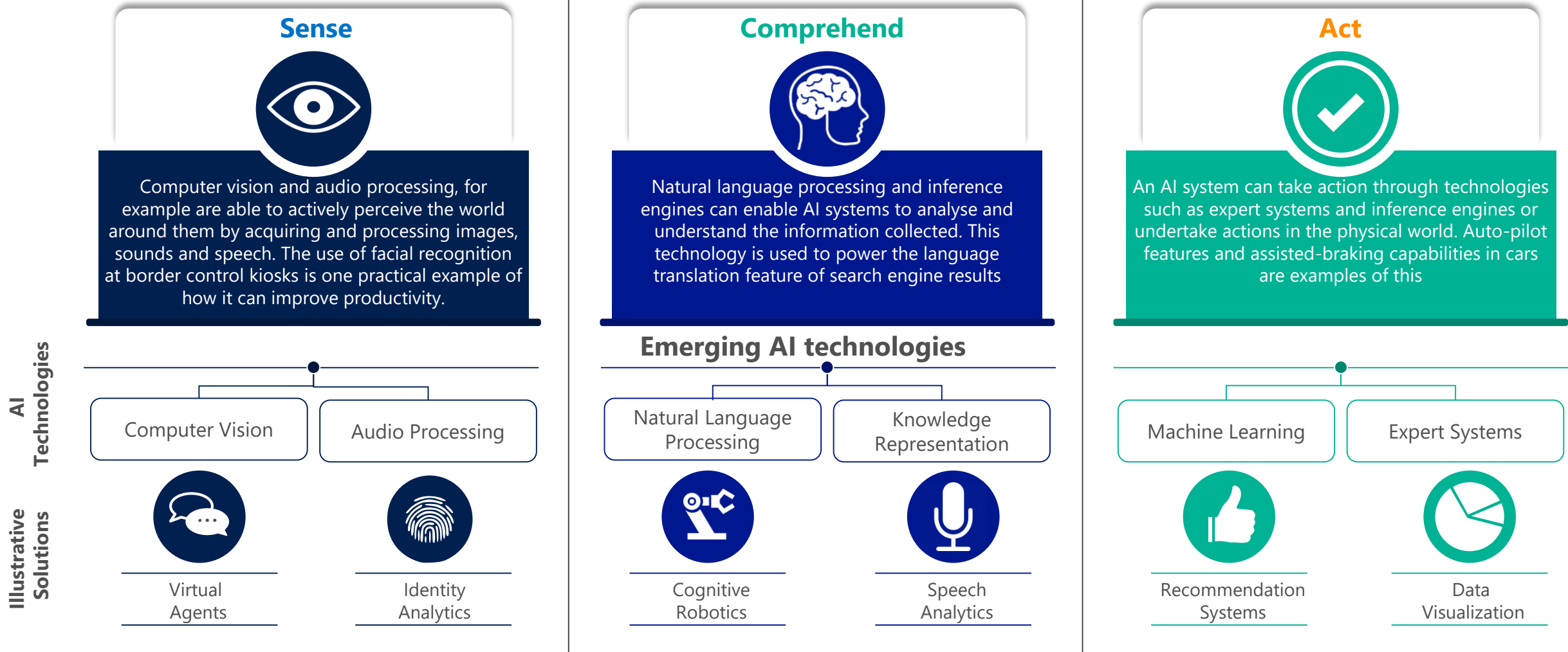
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Qu'est ce que l'IA ?



Les dernières avancées en matière d'IA chez Microsoft

96%

RESNET vision test 152 layers

5.1%

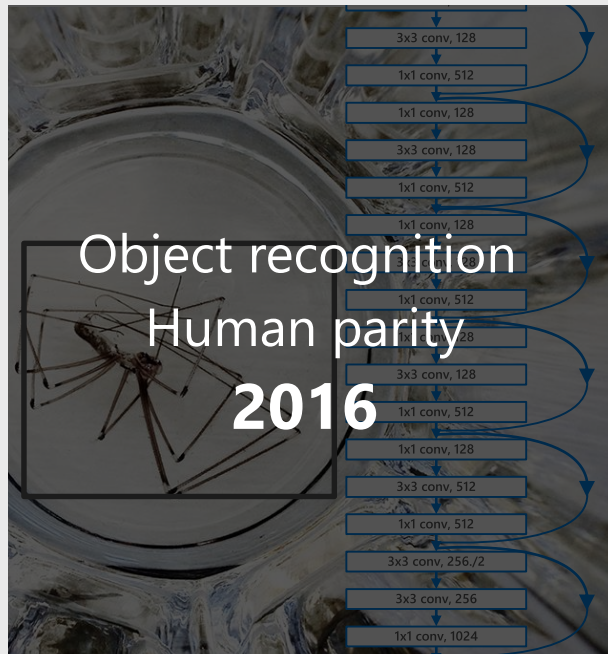
Switchboard speech recognition test

88.493%

SQuAD reading comprehension test

69.9%

MT
research system



Machine reading
comprehension
Human parity
Jan 2018

Machine translation
Human parity
March 2018

IA et... bières

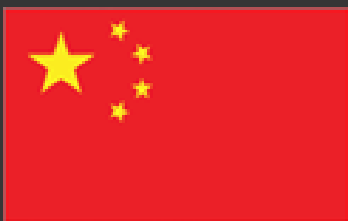


小冰

Xiaoice/Xiaobing

Single session interactions between Xiaoice and Human

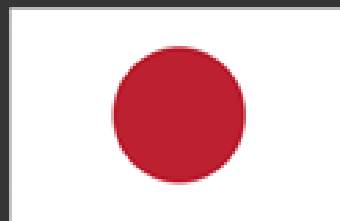
7151 turns
29h 33m



小冰

Xiaoce (China)
660 millions friends
on WeChat

2418 turns
17h 7m



りんな

Rinna (Japan)

2791 turns
23h 43m



Zo

Zo (US)

4 champs d'application des IA dans le domaine de la consommation

1
Réalité Mixte

2
Services
cognitifs

3
Conversational
commerce

4
Voice
commerce

1

Réalité Mixte

- Projection holographique
- 3D
- Possibilité d'interaction : geste, voix...



1

Réalité Mixte



200 millions
d'utilisateurs en 2018
(VR+RM)

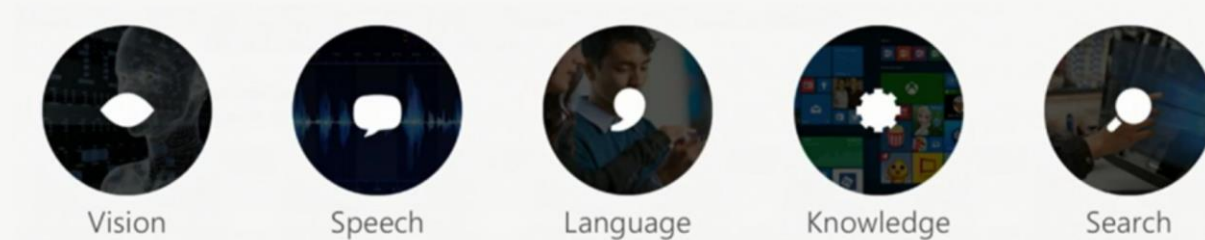
33% des
personnes prêtes à
acheter plus en ligne
si possibilité de
tester virtuellement

41% des clients
on line intéressés
pour visualiser un
produit chez eux

2

Services cognitifs

- Percevoir, analyser, comprendre, agir
- Auto apprentissage
- Vaste champs applicatif: recherche visuelle, lecture de sentiments, traduction instantanée...



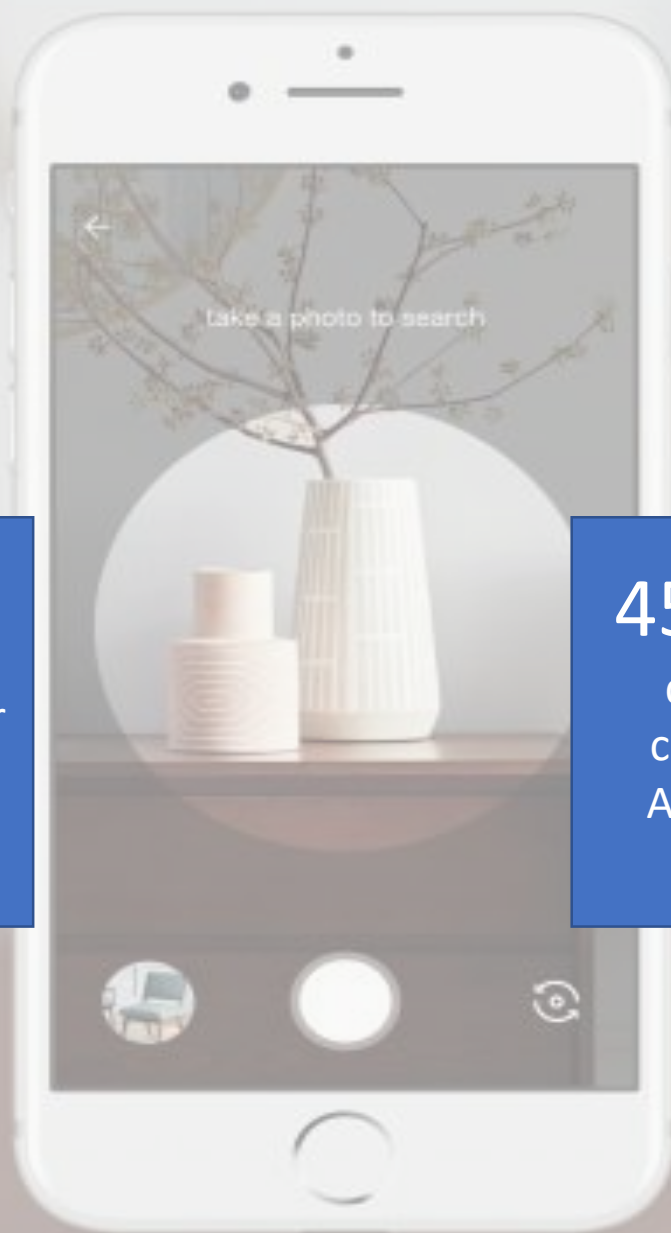
2

Services
cognitifs

50% des
recherches faites par
la voix aux US en
2018

45 millions
de recherches
chaque jour sur
Amazon à partir
d'images

8% des retailers
ont intégré le visual
search



3

Conversational commerce



- Chatting via des apps, SMS, messageries...
- Conseil, assistance, prise de commande
- Développements des usages offline

3

Conversational commerce



4 minutes
temps moyen gagné
pour répondre à une
question
(grâce au bot)

79% des clients
utilisant des bots
veulent pouvoir
« basculer » sur un
humain

90% des Chatbots
se limitent à restituer
une base de
connaissance



Conversation as a Platform

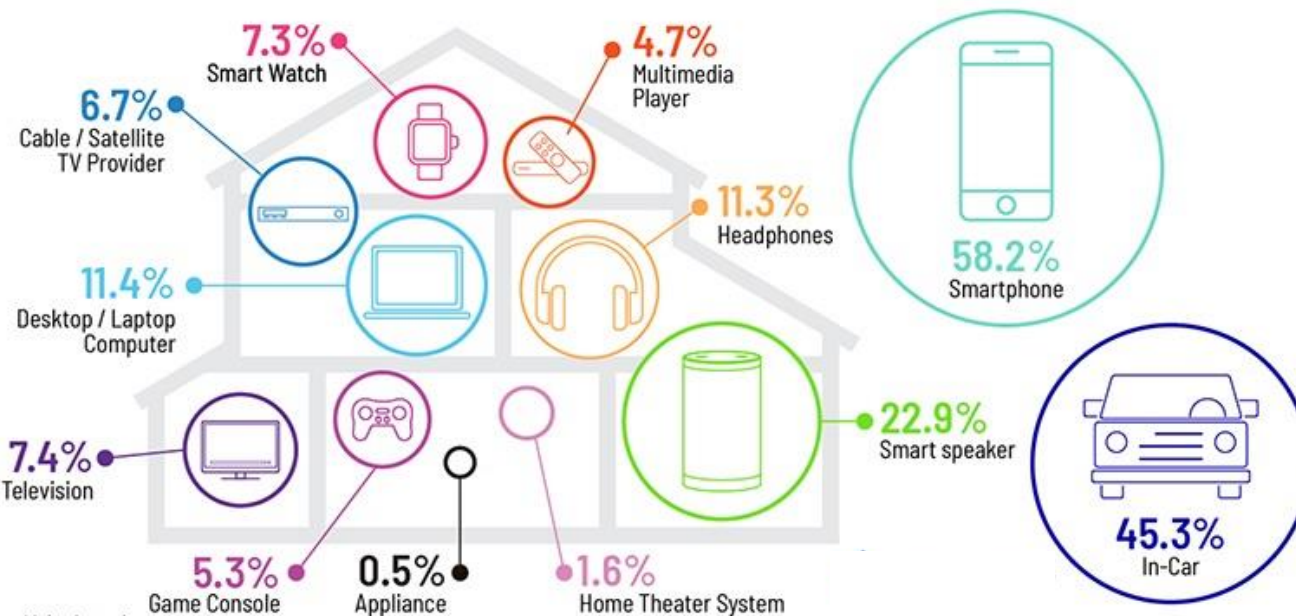
4

Voice commerce

- 2 lieux de prédilection
- Une intelligence ubiquitaire
- Des usages qui évoluent très rapidement vers des logiques transactionnelles

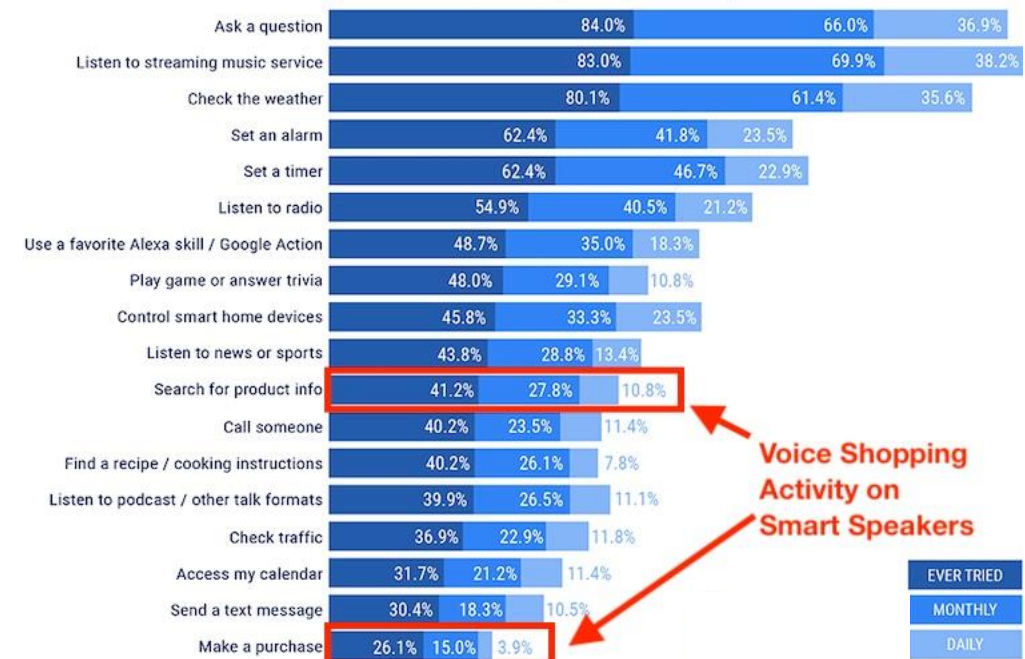


Which device we use for voice assistants?



Source: Voicebot.ai

Smart speaker skill usage – Jan 2019

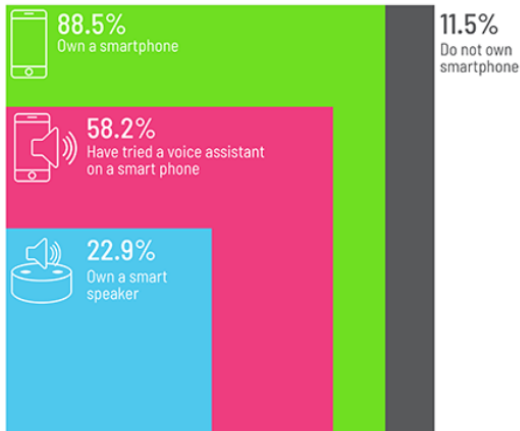


Source: Voicebot Smart Speaker Consumer Adoption Report Jan 2019

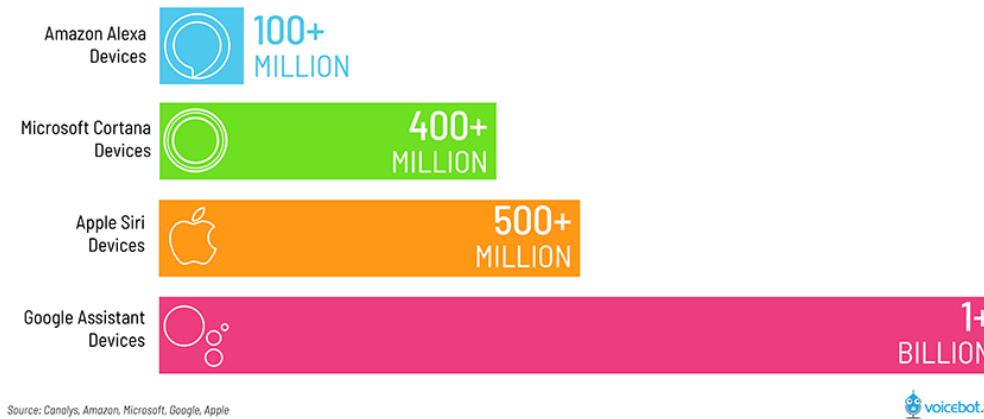
4

Voice commerce

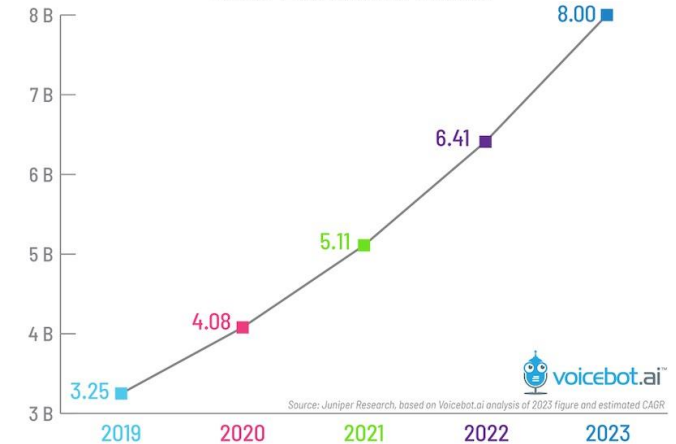
Voice Assistants are More Prevalent on Smartphones



Voice Assistant Installed Base - 2019



Voice Assistants in Use



8 milliards
d'assistants vocaux
en 2023

40% des
personnes prêtes à
privilégier ce canal
de commande

25% des
demandes du foyer
traités au travers
d'une IA d'ici fin
2019

4

Voice commerce

- **4 assistants** trustent 98% des recherches vocales: Siri, Google Voice, Alexa et Cortana, comment les marques et les distributeurs peuvent travailler avec ces nouveaux acteurs ?
- Quel **modèle économique** pour le voice commerce ?
- Comment **repenser son marketing** dans une logique où la force du visuel n'existe plus ?



Ethique et IA chez Microsoft



Fairness



Reliability
& Safety



Privacy &
Security



Inclusiveness



Transparency



Accountability

M e r c i

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