How can AI uncover value for fashion retailers?

The Research

Websites, social media and blogs contain troves of unstructured data about your customers’ interests, behaviors, and experiences.

But for fashion retailers, being able to unlock the value of that data is an uphill mission that involves a critical step of bridging the gap between data and insights.

For example, when AI listened to the voice of customers, it uncovered opportunities for retailers to communicate more effectively with their customers by speaking the same language and providing better product images.

Customer Discussions vs Product Descriptions

<table>
<thead>
<tr>
<th>Customer Discussions</th>
<th>Product Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>27%</td>
</tr>
<tr>
<td>Most customer conversations discuss occasions for product use.</td>
<td>Product descriptions which mention occasions for product use: 0%</td>
</tr>
<tr>
<td>10-15% of customer reviews mention product quality.</td>
<td>0% of product descriptions mention product quality.</td>
</tr>
<tr>
<td>30-40% of product descriptions relate to raw materials.</td>
<td>&lt;10% of product descriptions relate to raw materials.</td>
</tr>
<tr>
<td>47% of customer conversations discuss seasons.</td>
<td>27% of product descriptions discuss seasons.</td>
</tr>
<tr>
<td>70% of shopping experiences conversations are about product images.</td>
<td>27% of that engagement is driven by negative customer sentiment.</td>
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</tbody>
</table>

Are you speaking the same language as your customers?

Example - $15B+ fashion retailer's website:
- 10-15% of customer reviews mention product quality.
- 30-40% of product descriptions relate to raw materials.
- 47% of customer conversations discuss seasons.

Example - $15B+ fashion retailer's website:
- 0% of product descriptions mention product quality.
- <10% of product descriptions relate to raw materials.
- 0% of customer conversations discuss occasions for product use.

What you can do now

Embed the voice of the customer into your DNA

Build AI-enabled rapid customer insights into all key processes – Product Design and Development, Merchandising, Marketing, Supply Chain, Stores, and Digital.

TO LEARN MORE, PLEASE VISIT:
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