AI Connect for Retail

Recap

David Brett

COO & Co Founder

CORE OPTIMISATION

"AI should be a key part of your business strategy, not a separate entity. To maximise its impact, we recommend conducting an AI Impact Assessment for your business. This means evaluating what tasks AI can perform, identifying which technologies it could replace, and assessing your team's readiness. This approach will help you create a tailored AI adoption roadmap that drives both innovation and efficiency."

Laughlin Rigby
Digital Transformation & AI Director
CORE OPTIMISATION

"Generative AI is set to transform Ireland's economy, potentially boosting GDP by €40-45 billion annually. This growth stems from increased productivity, time-saving automation, and the ability to redirect focus to high-value tasks. AI is not just a tool; it's a strategic driver that will reshape how Irish businesses operate, making them more efficient and globally competitive."

Ger Hayden
Head of Client Success
CORE OPTIMISATION

"*Retail search activity in Ireland has seen tremendous growth, especially around key shopping periods like Black Friday and Cyber Monday, with 'Fake Friday' seeing a 50% YoY growth. Consumer behaviour during this period divides into categories: Deliberate (planning early), Deal-seeking, Determined (December buyers), and Devoted (final purchases). AI has not yet reached its full potential, but usage has risen from 4% in 2016 to 28% in 2023 among retailers.*"

Kieran O'Brien
Director of Marketing & Communications
CORE OPTIMISATION

"AI won't replace creative ideas - it will enhance them. Even with the power of generative AI, the core of creative ideation will still come from the mind of marketeers. However, how we develop and deliver these ideas is changing rapidly, with AI transforming the creative process into a dynamic, data-driven approach that allows us to bring ideas to life in entirely new ways."