

Unboxing AI

ChatGPT's Role in Revolutionizing E-Commerce

Claudio Beffa, 2024-06-27

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Claudio Beffa
CTO Mooris & Goodform

Mooris
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Goodform

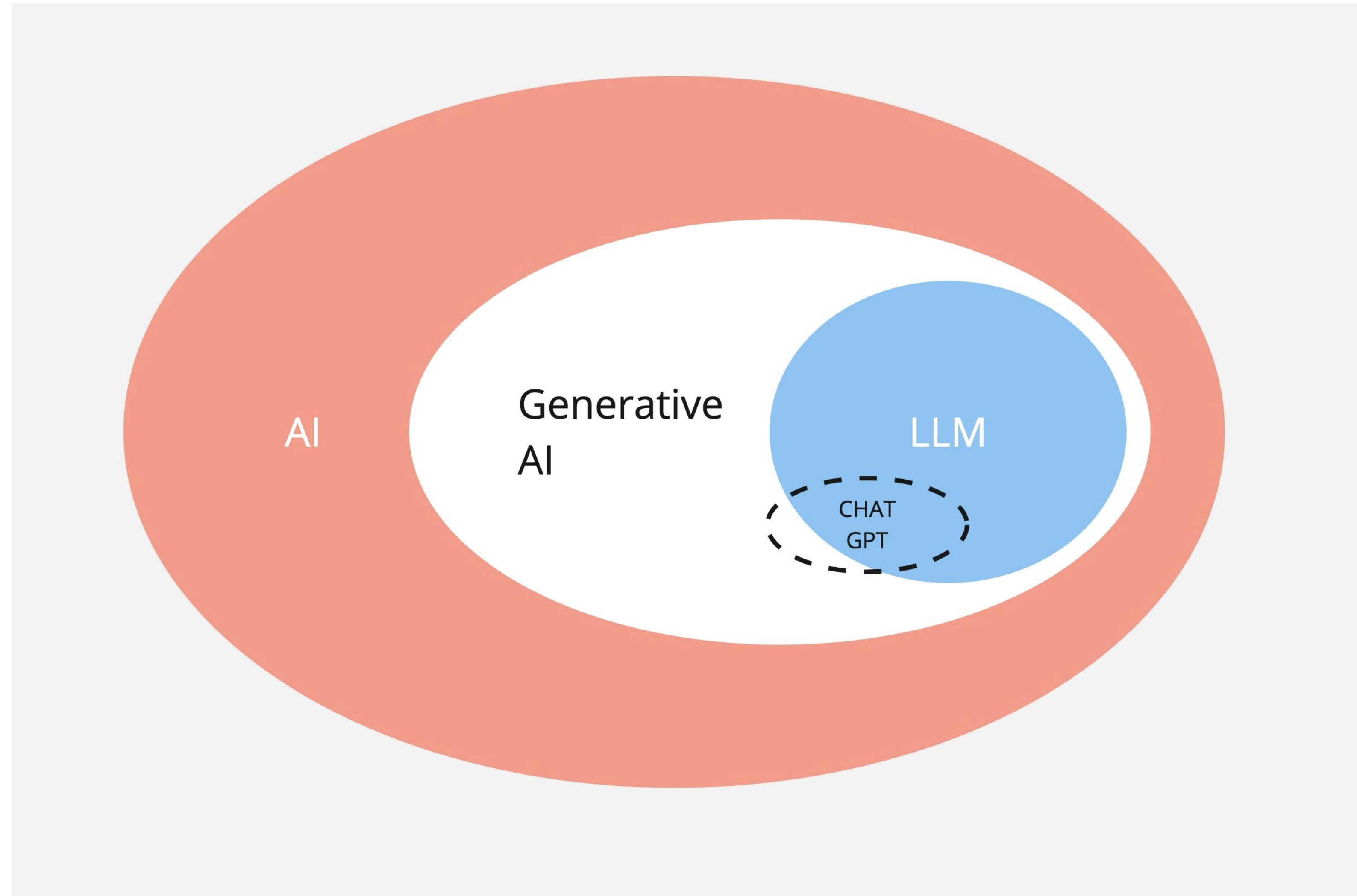
Chat GPT

Generative AI in E-Commerce: An Overview

G - Generative

P - Pre-trained

T - Transformer



Search

Current Example GPT Applications at Mooris.ch

- Search in the past: Indexing, Search, Analytics
- GPT Search
 - Natural Language Understanding - Generative
 - Contextual Accuracy - Pre-Trained
 - Adaptability - Transform

Search

How is
it different?

GPT vs. Index



4er Set Gartenstuhl
'Luxembourg'
CHF 976



Gartenstuhl 'Luxembourg'
CHF 244



Gartenstuhl 'Luxembourg'
im 6er Set
CHF 1'464



Gartenstuhl 'Classic' in
Teak
CHF 486



Gartenstuhl 'Altorfer' in vielen
Farben
CHF 468



Lounger 'Altorfer' mit
Armlehne
CHF 604



Lounger 'Altorfer' für deinen
Garten
CHF 513



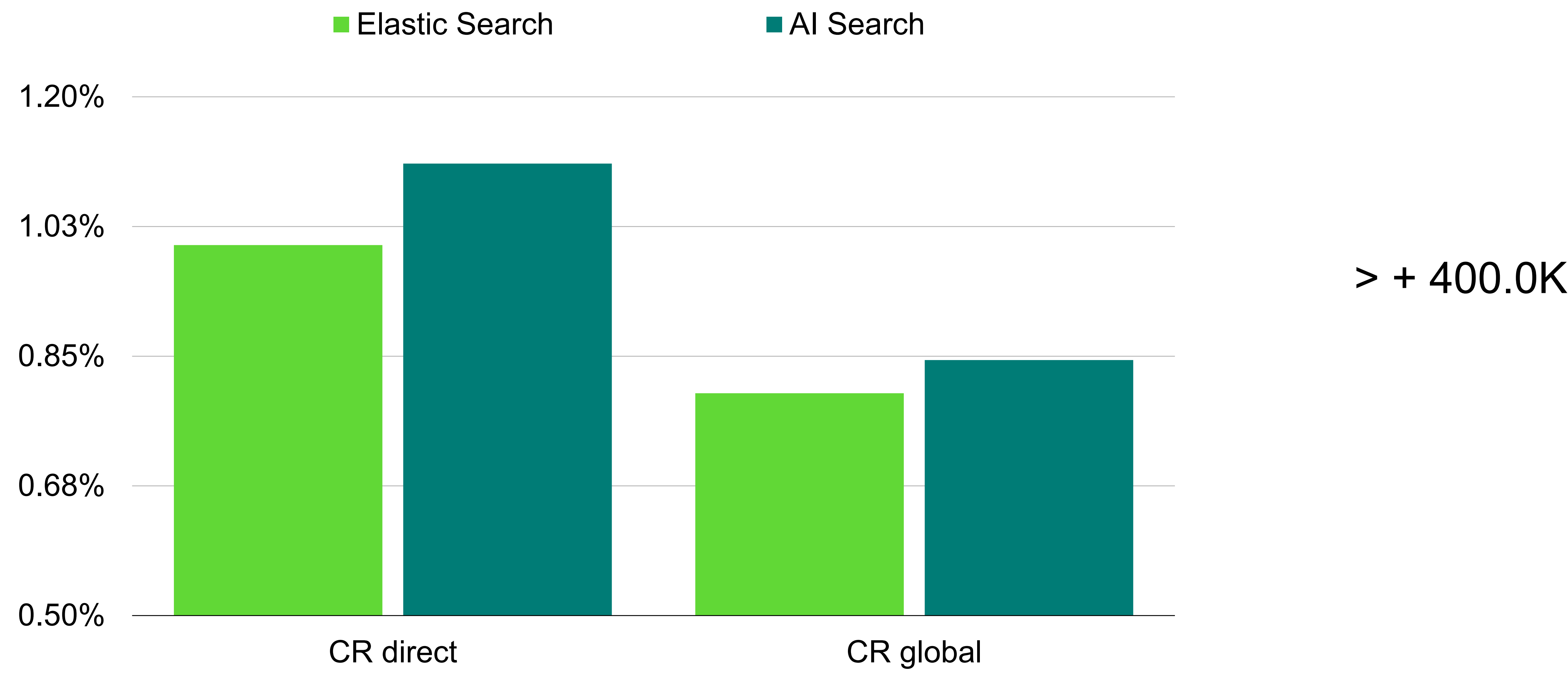
4er Set Gartenstuhl
'Luxembourg'
CHF 976



10%

Search

Impact A/B Test



AI Generated Images

Current Example AI Application



Credit: Lea Montini &
Creative Team



Product Descriptions & Support (Infinit)

Languages

Future Initiatives



Stuhl 'Hassenpflug' in Schwarz

Genau solche Stühle hatten wir immer in unserem Handzgi-Atelier. Nun ja nicht so dunkel, – vielmehr war es das Natur-Geschwisterchen dieses schwarzen Stuhls, den du hier siehst. Und ich kann euch versichern, die halten so einiges aus und sind zudem auch noch stapelbar.

Product Descriptions & Support (Infinit)

Languages

Future Initiatives



Stuel 'Hassenpflug' in Schwarz -10 %

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Home Designer

Future Initiatives

<https://www.virtualstagingai.app/>



Home Designer

Future Initiatives

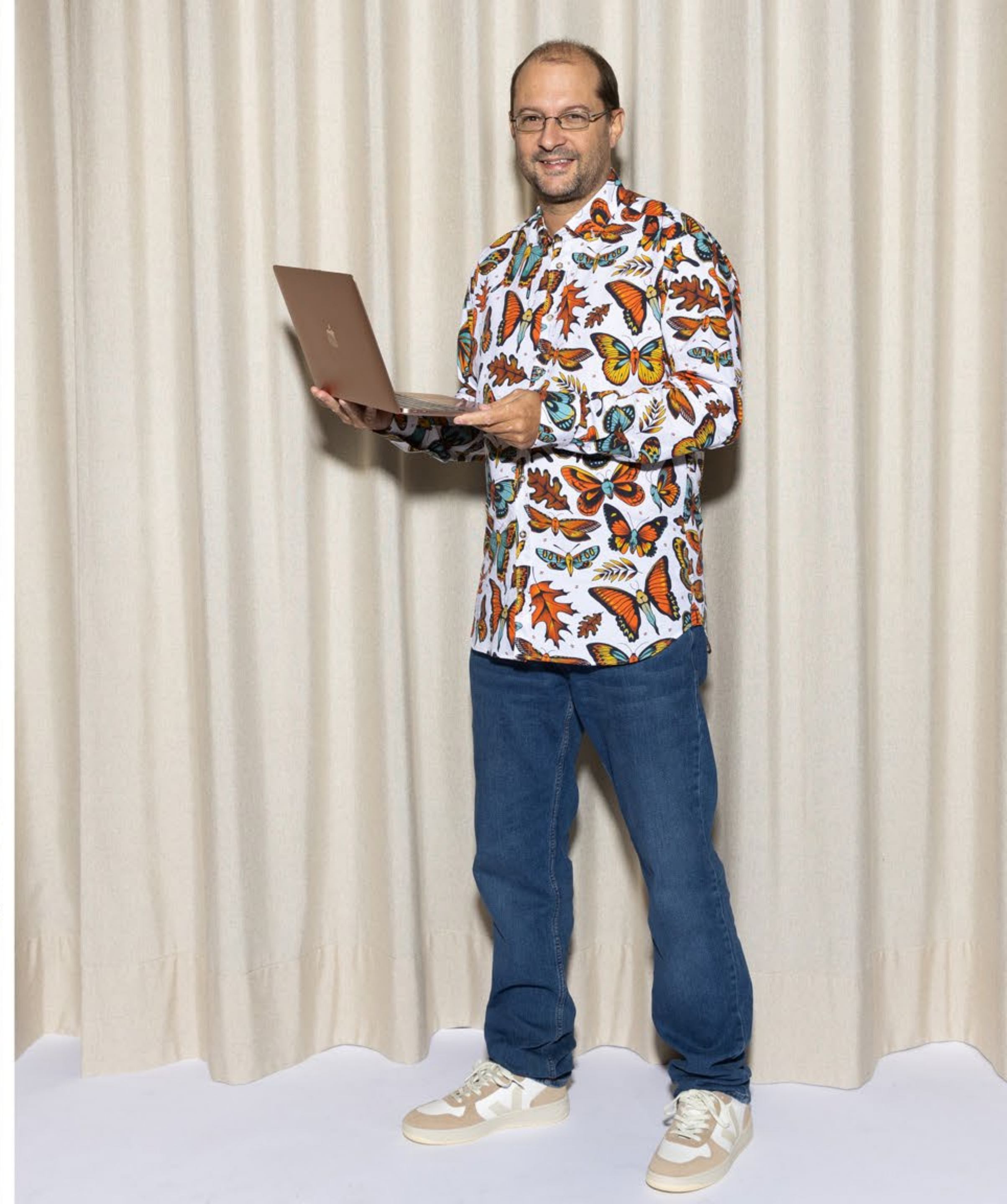
<https://www.virtualstagingai.app/>



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AI / GPT

Risks and Challenges

- Human Acceptance
- Contextual Understanding
- Preoccupation, Bias
- No Transparency

Confirmation bias

The tendency to seek out and prefer information that supports our preexisting beliefs

