

Luxury 2025 – 2030

Elevate Customer
Experience with AI





AI could add **trillions of dollars** in value to the global economy

75 % of the value AI could deliver falls across four areas:
Customer operations, marketing and sales, R&D & software engineering

The elevated client experience in the Luxury industry

Anticipate
clients & teams' needs

Personalize
interactions,
products and services

Accelerate
operational excellence



Meet John Doe

A Swiss investment banker

Interested in Traveling and
Watches

Motivated by Exclusivity and
Tradition

Prefers Boutique interactions

Drinks green tea



Boutique Virtual Assistant Demo Video:

<https://youtu.be/LZDoPUGKDLA>



today given John Do's preference for classic Styles and his interest in
aujourd'hui étant donné la préférence de John Do pour les styles classiques et
son intérêt pour les

Lire (k)



The benefits of the Ambassador Assistant

Immediate answer about stock, client data, product details, boutique sales report...

Suggests **personalized** client opportunities

Respecting the **Brand DNA** in messages, setup, ceremony, process...

In local **language**

Ambassadors in Boutique spend **20 to 30% of their time** to search for information

61% of consumers tend to **increase their spending** when they receive a personalized experience aligned with Brand image





CHANEL

CHANEL



Hello, I am Arthur,
your virtual trainer.

What do you want to
do?

[Watch the training](#)

[Test my knowledge](#)

Training Chatbot

6'750 retailers' beauty advisors
in France

63% engaged

80% completion

22' min on average

4,75/5 satisfaction :
*Playful, Complete, Clear,
Interactive, Innovative...*

My 24/7 Ambassador

Personalized extension of my
Ambassador

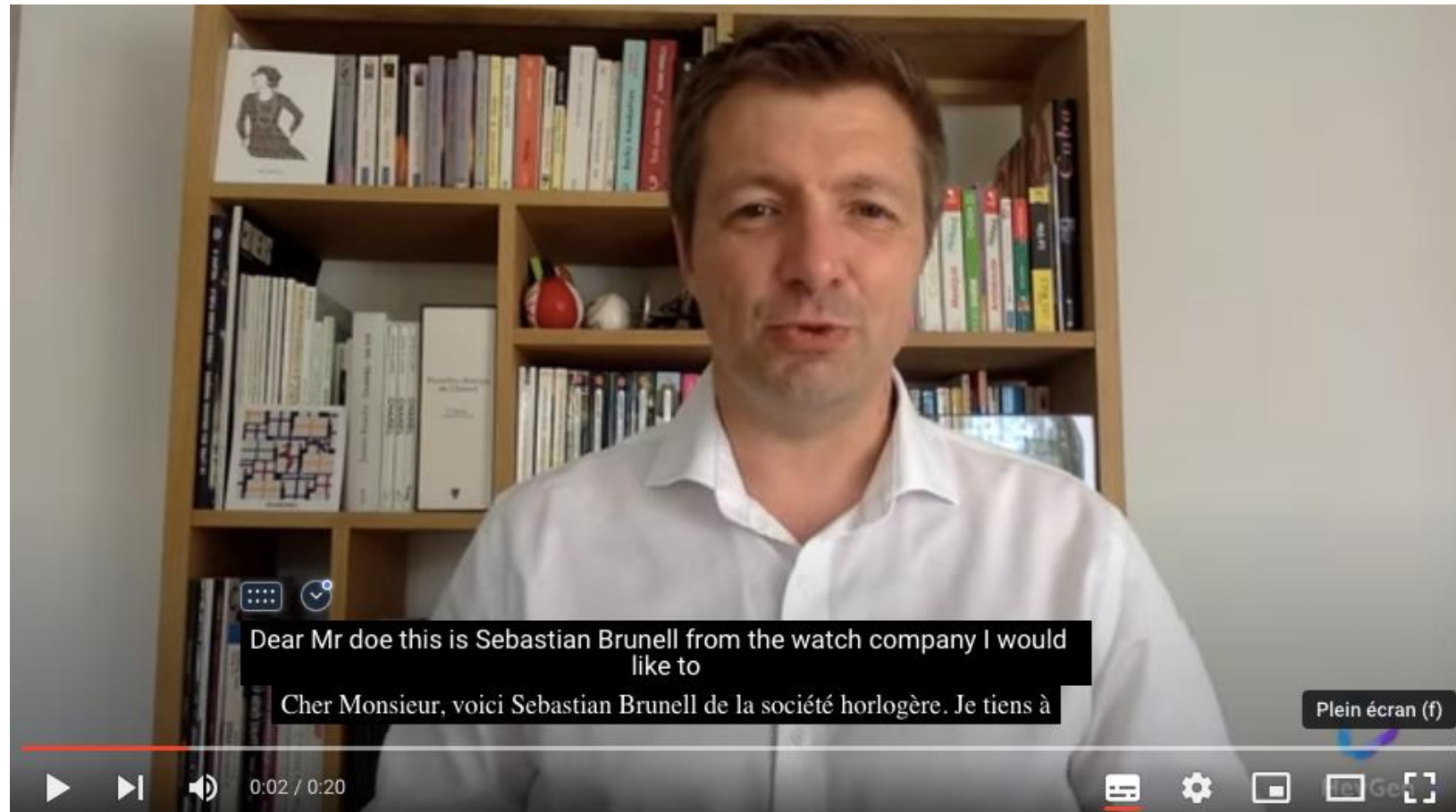
to service client 24/7

to scale client follow up



AI generated thank you message Demo Video:

<https://youtu.be/tDuTLH-JSXU>



Personalized videos:

8x

increase in conversions

10x

higher engagement

37%

churn reduction

24-point

increase in NPS

AI assisted customer service

Proactive client alert and follow up

Reduced repair time

Predictive spare parts and capacity planning

AI assisted watchmakers (diagnosis, technical details)



Boutique Champs Elysées, Paris for Week 40



Trends



Staffing Prediction

	Mon	Tue	Wed	Thu	Fri	Sat
07h-10h	2	3	3	2	1	5
10h-13h	2	2	4	4	1	10
13h-16h	5	2	4	4	5	9
16h-19h	2	2	5	1	3	9

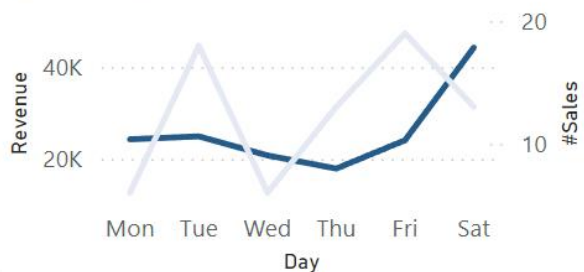
VVIP

Activity

- 🎁 This week is Isabelle Duchamp's birthday. She would be delighted to be invited to a private viewing of the latest models we have received
- 🕒 This week, we will receive the first SK78 in France. There will be no other SK78 available in France for at least 6 months. Roger Lefèvre or Charles Moreau are likely to be very interested in these, and the 6 months exclusivity factor.

KPI Forecasts

● Revenue ● #Sales



Boutiques Similar to you

Type Boutiques similar to you

- ✗ Boutiques similar to you make 21% more revenue with customers aged 20-30. Consider campaigns & display tuning to attract this segment
- ✗ Boutiques similar to you sell more of our Iconic 22 line. This is our flagship line that draws the most attention in the media. Consider displaying it more, coaching your ambassadors to mention it more often, and make sure you have adequate stocks
- ✓ Boutiques similar to your make 12% lesser average revenue YTD. Good job !



Auto Replenishment

Status	Qty	Item
Auto Ordered	2	Assorted links for bracelets adjustments
Auto Ordered	5	Sapphire polishing kit
Critical stock		Product 42
Incoming	5	Life Is Beautiful, assorted
Ordered	2	Iconic 22, assorted

NESPRESSO®

The Problem



The coffee capsule market is a tight race. Discounter, Store-Brands, Premium players nibble away at Nespresso's market shares

The Solution



A CRM-specialised set of KPI & Predictive Analytics gives Nespresso HQ a vision on market reception of new products, new strategies, new stores locations.

Benefits



Within one year, restored their yearly double-digit growth.

Doubled their penetration rate in emerging markets (North America, APAC)



AI augmented creativity

Boost inspiration
(extended moodboard and
alternatives)

AI assisted R&D
(formula, shapes)

Trained on your brand dataset



The LVMH Innovation Awards 2024

designed with the help of
generative AI



Designer dashboard for Watches



Competitor Analysis

Type	Analysis
👤 Customer feedback	Customers aged 25-45 perceive our brand to be old fashioned and does not embrace modern trends, modern materials & diversity factors.
⚙️ Feature	Our competitors have on average 2.3 x more variation options per base model. Consider expanding on the success of a model with few variations, for example "Life Is Beautiful" who only has 2 (Male & Female).
⚙️ Feature	Some competitors have experimented successfully with one-of-a-kind materials like moon stone, meteorite metal, ... If you look to create a modern model, this could be an interesting twist.
📢 Marketing	Compared to other brands in our space, we have excellent engagement on linkedin and Instagram but very low on Tik Tok. A product designed to be viral on Tik Tok, even if expensive, will boost sales on more entry level product of our brand, on which we make a comfortable margin. The target customer base is likely to buy the more expensive product in 5-10 years, giving the opportunity to launch a full product line then, based on this pioneer product.

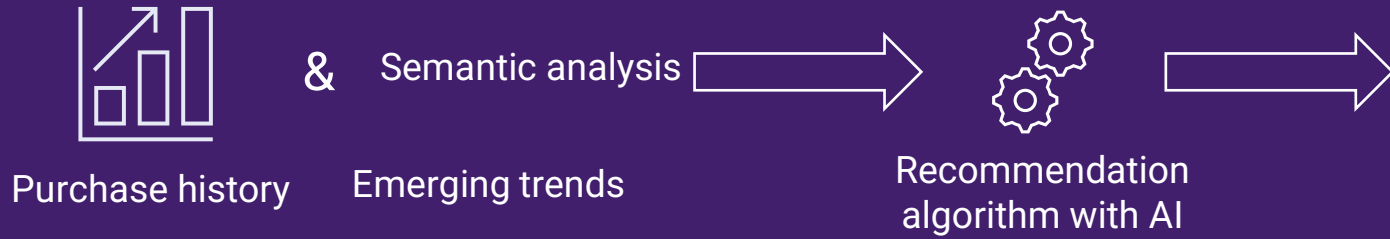
Future Trends

Horizon	Trend
5y	Nature & sustainability continue to be a long-term trend. Some example of products that could create a positive emotion : products that are carbon-neutral, products that are cruelty-free, product where a part of the benefits contribute to a cause.
5y	Watch cases are overdue for a serious redesign industry-wide. The brand that can set itself apart will be in the spotlight. Consider testing groundbreaking case designs with a groundbreaking model.
1y	Next year is our 150th anniversary. Consider creating a collectible item, inspired by our roots and DNA, in a limited edition of 150 items
1y	Pantone color of the year is Peach Fuzz 13-1023. We don't yet have a model with that color.
6m - 1y	Emeralds are trending again for the age group 20-35 yo. This is expected to be a short-term trend, maybe suitable for a time-limited special edition targeting this age group

Trends Moodboard



Client 360 Maturity Levels



qualtrics.^{XM}



Client 360 view



Brand Ambassador



Customer Service

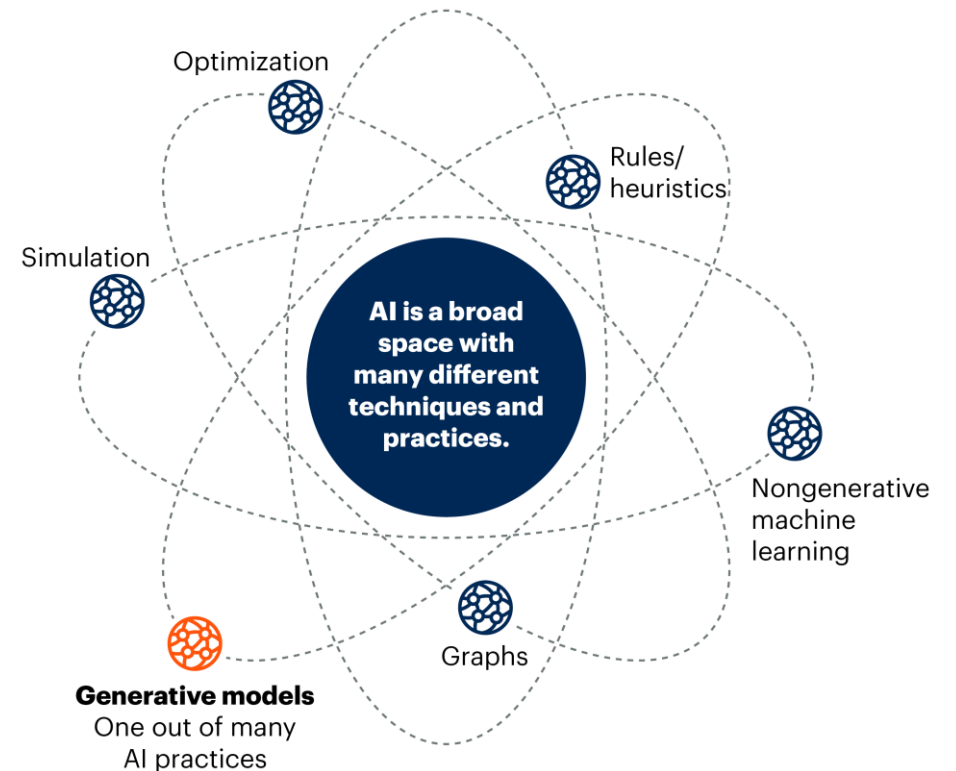


Combine Generative AI with Other techniques

For better:

- **Accuracy**
- **Transparency**
- **Performance**
- **Reduce costs and need for data**

AI Does Not Revolve Around GenAI



Source: Gartner
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Gartner

Build your AI powered competitive edge

Client Satisfaction

Operational excellence

Business Performance

Brand image

Hyper Personalization
Branded interactions
Needs anticipation

Reduced time
Reduced mistakes
Reduced waste



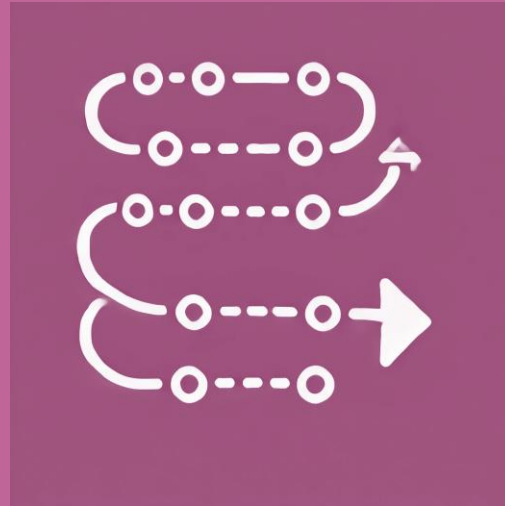
This looks great.

But how to do it for my company?

How to get it right: start with the client



Persona



Journey Map



Prioritize

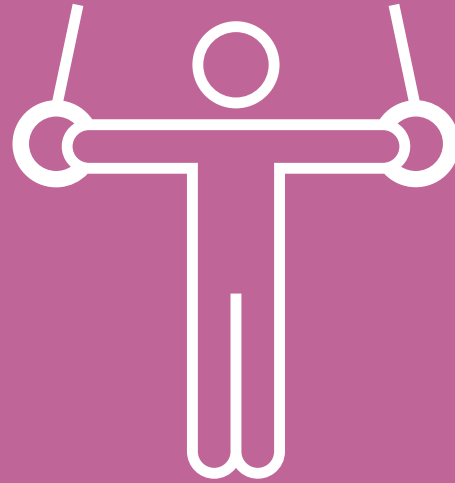


POC
Adjust
Scale

How to get it right: data and technology infrastructure



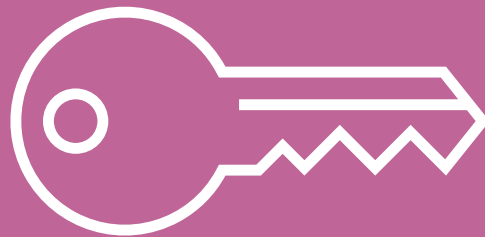
Good Data



Agile Tech

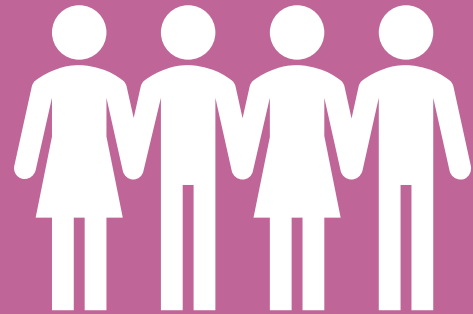


Recovery plan



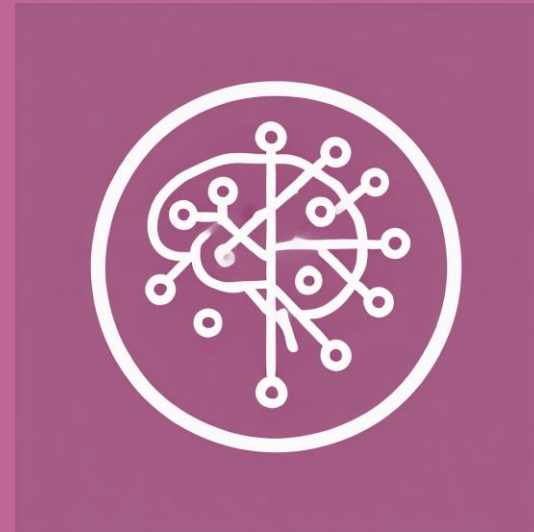
Secure & Legal

How to get it right: train and improve



People

&



AI

Takeaways

3 Takeaways



AI could add **trillions of dollars** in value to the global economy



AI elevate luxury customer experience through hyper **personalization**, better **anticipation**, increased operational **efficiency**, strengthened **branding**, enhanced **creativity**



Enhance your Brand's uniqueness by developing **your own AI strategy**

Start the journey now!

Fast track to success with our specialists:



Strategic workshops, Define your AI strategy 2025 – 2030



Audits & Maturity diagnosis



Choose, build and train your models (MVP & Scale)



Drive Change and continuous improvement



The perfect fit
for your
AI initiatives



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Our Business Intelligence Offering

They trust CreaXum

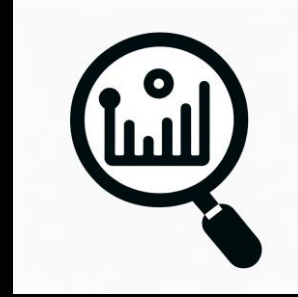


Our Digital Transformation offering



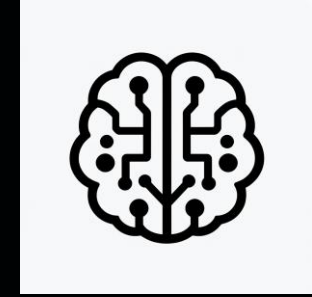
Digital Strategy

Clarify your vision and sustainable competitive advantage.



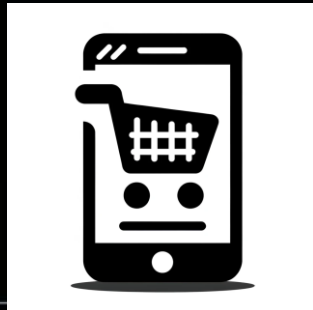
Data & Analytics

Turn your data into growth opportunities



Artificial Intelligence

Increase productivity by optimizing your daily operations.



E-Commerce

Tailored experiences for exceptional results.



CRM – Clienteling

Maximize customer value with effective client relationships.



Marketing Communication

Enhance your brand visibility and generate leads.

Why trust Sébastien Brunelle for your digital transformation

Vision & Expertise

20+ years in business technologies

Luxury, Banking, Telecom

Retail, Wholesale

International, France, Switzerland

Large Enterprises, SMEs



Results in Luxury industry

Launched e-business activities in Europe, USA, China, Japan, Southeast Asia
+118% e-business revenue year 2 vs. year 1

Optimized purchasing processes
15% reduction in lost sales

Developped CRM
+20% in-store sales

E-learning program for wholesale advisors
70% registration and 80% monthly engagement