



AI in Retail and Consumer Goods – Showing the future for Airlines

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Agenda



01

Welcome

Emily Weiss

02

AI and Airlines: Setting the context

Carsten Weisse and
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03

Scaling AI: Lessons from Retail & CGS

Veronica Lorrio Gil

04

Discussion

Mike Tansey



The Accenture Team



Emily Weiss



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Tuba Güçlü



Veronica Lorrio Gil



Mike Tansey

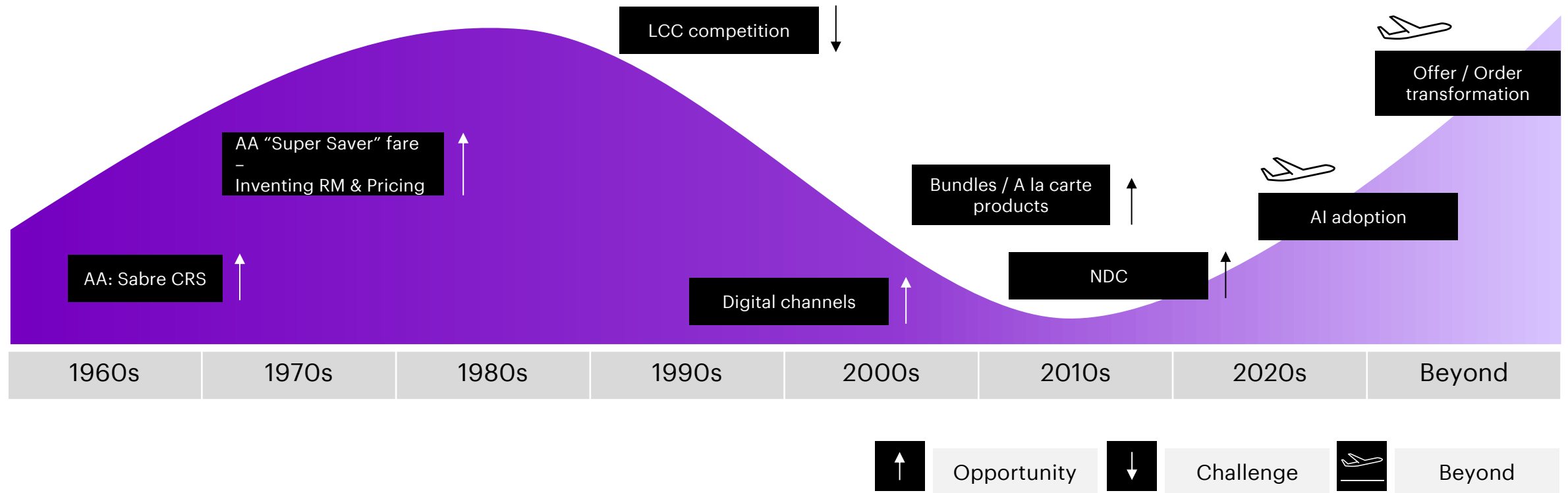


AI and Airlines: preparing for the way forward

Carsten Weisse | Tuba Güçlü



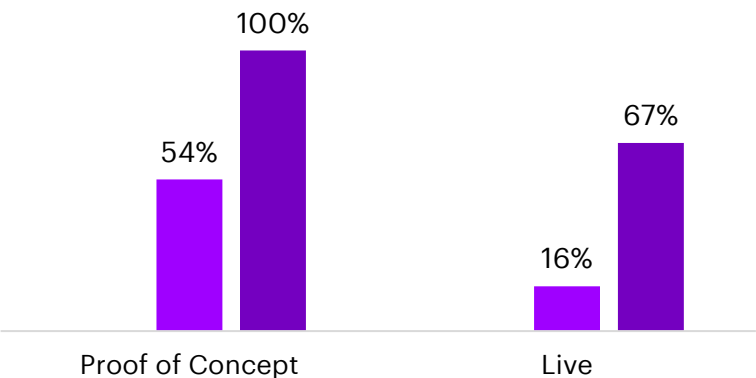
Once pioneers, airlines have been operating in a highly complex commercial environment for decades



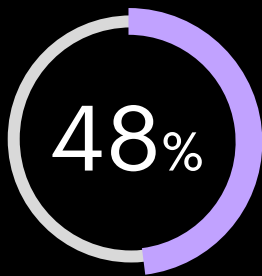
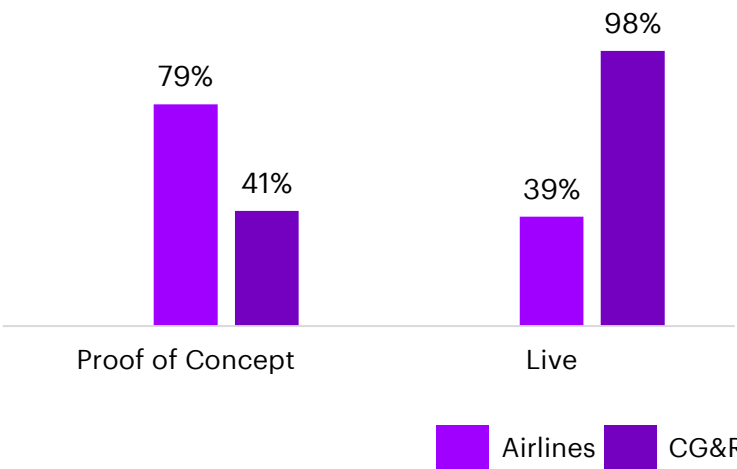
Airlines are advancing carefully on AI, while CG&R offers early signals from live deployments and broad AI integration

CG&R is embedding AI deeper and faster

Scaling GenAI; Mid to large scale (6+ projects) adoption



Agentic AI early/small scale adoption (1-5 projects)



Airline leaders say GenAI is central to strategy, compared to 100% in CG&R



67% of airlines admit their data remains fragmented, blocking scale and speed

Challenges faced by airlines to scale AI

67%

airlines report data is fragmented or partially siloed

45%

workforce lack AI training and literacy

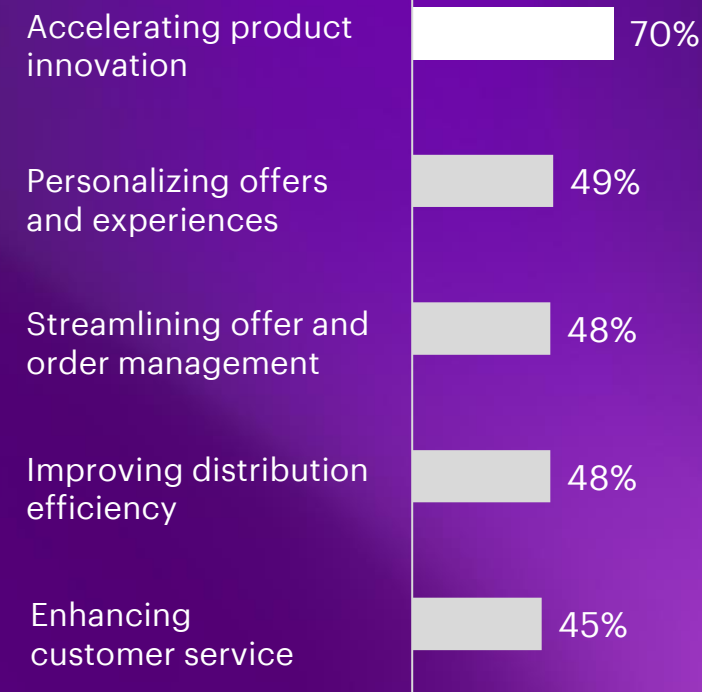
50%

say there is ownership conflict between business and tech

- While airline executives clearly see where AI can transform retailing—accelerating product innovation (70%), personalizing offers (49%), and streamlining order management (48%), progress is constrained by the way AI is implemented today.
- More than half are layering AI on top of legacy systems; the benefits remain incremental rather than transformational.

AI Layered on legacy ≠ scaled impact

Where airline leaders believe AI will transform retailing



CCOs are asking...

How will airlines get the right product in front of our 100+ customer segments through the appropriate channel?

How do commercial organisations need to evolve in terms of capabilities to adapt to this changing world?

How can airlines jump ahead to leverage AI? which capabilities do airlines need to be successful?

The answer is
not within the
industry but
maybe not too
far neither

Consumer Goods and Retail have moved faster. Their roadmap is clear:

Embedding AI in the commercial engine, not just operations, is what turns pilots into profits.

Reinventing the future of Retail & CGS

Veronica Lorrio Gil



AI—and now Generative AI—is transforming the commercial engine of consumer goods and retail. What was once too complex or costly is now scalable and fast. The opportunity is not just efficiency—it's new growth..

With consumer behaviors shifting in real time and competition accelerating

The time to act is now.

6 key areas where Retailers & CGS are reinventing

Behavior Tracking

AI turns every shopper interaction into real-time insight, guiding R&D and using synthetic personas to simulate product reactions before investment

Plan

Marketing effectiveness

Campaign optimization by predicting impact, allocating spend intelligently, and adjusting acquisition and retention efforts based on predicted customer lifetime value.

Engage

Sell

Adaptive Merchandising

Transform assortment decisions optimizing product mix, placement, and channels to tailor offerings, maximize share of shelf, and reduce cannibalization.

Plan

Assort

Dynamic Pricing & Promotions

AI dynamically optimizes pricing and promotions, aligning with demand, competition, and customer willingness to pay to deliver the right offer at the right moment, at the right channel

Sell

Personalization at Scale

AI delivers context-aware, real-time personalization, adapting content and brand messaging at scale to stay relevant on fast-moving platforms like TikTok.

Assort

Engage

Conversational Commerce

As LLMs emerge as the new influencers, AI powers virtual assistants and stylists that guide purchases both online and in-store, amplifying human expertise.

Engage

Sell



Personalization at scale

MIUMIU

Adaptive content creation that resonates with consumers at scale — delivering personalized experiences while driving cross-efficiency across the entire content generation supply chain

Generating 3D avatars of the models while using only 2D images of the garments. Matching and compositing these 2D products onto the 3D models, generating multiple combinations by replacing clothing and accessories while preserving realism and brand aesthetics.



Hyper-personalize engagement

Deliver context-aware offers and content at scale — from personalized upgrades to dynamic loyalty rewards.



Micro Dynamic Promotions

Carrefour

Delivering an optimized, store-level assortment that is both personalized and anchored in freshness and quality represents a significant operational achievement—particularly within the produce category.

It demands advanced capabilities to design and execute same-day, hyper-local promotions, seamlessly generating dynamic creative content and reaching customers within each store's unique catchment area.



Enable agile promotions

Create dynamic promos for ancillaries in real time to maximize value and conversion



Conversational Commerce

ASK Ralph

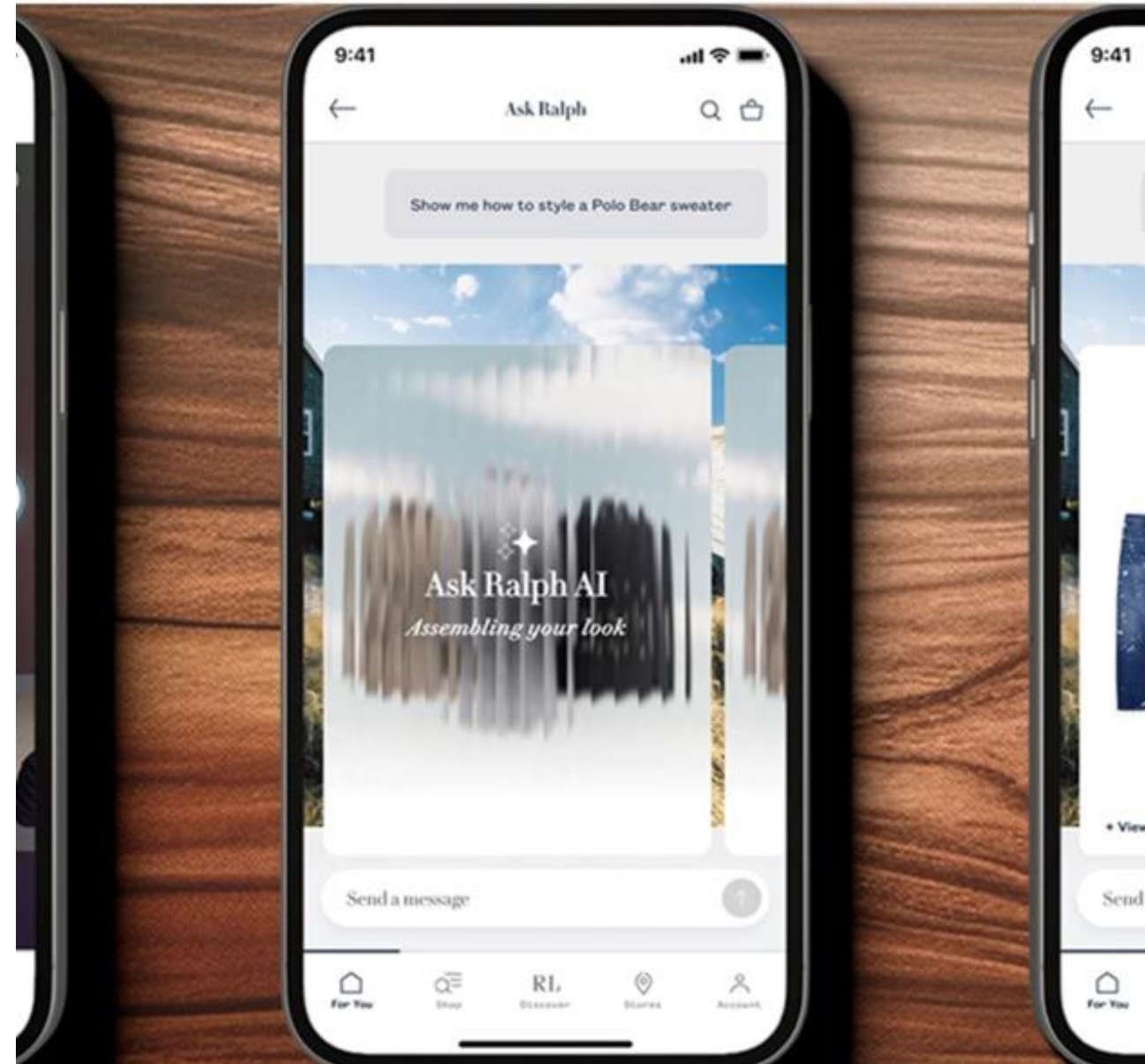
Conversational shopping experience that invites consumers to engage with, and be inspired by, Ralph Lauren's unique and iconic take on style.

Shoppers can interact with Ask Ralph just as they would with a stylist in a Ralph Lauren store making easy to add individual elements of a look to shopping carts or purchase the head-to-toe recommendation.



Create memorable travel experiences

Use AI assistants and predictive services to delight passengers across booking, airport, and in-flight journeys.



Discussion

Mike Tansey

