



Reimagining the retail experience

Retail and Consumer Goods (RCG) customers are looking to accelerate innovation cycles, boost productivity, reduce costs, and deliver exceptional end-to-end customer experiences.

Leveraging a combination of multi-modal models, stable diffusion, clothes on models, in-painting, contextual generative AI, graph neural networks, digital assistants and more, retailers are delighting customers and increasing sales by partnering with the AWS Generative AI Innovation Center (GenAIIC).

Optimize your operations

- Operational and labor efficiencies
- Supply chain visibility
- Automated content and marketing
- Reduce time to market

Delight your customer

- Easily find products
- Fast and frictionless
- Pass on savings to customers
- More innovative products



"In just three months, we partnered with the AWS GenAIIC to develop a fraud detection framework based on graph neural networks...and achieved an impressive precision rate of over 70%...We were able to identify fraudulent activity at an early stage."

Wade Bruce, CTO, Fetch

Read the case study [here](#)

Adidas is using GenAI to help designers access archived product images to inform new designs and speed up time to market. The stable diffusion algorithm trained on 150,000 shoe images at different angles is helping get new shoe designs to market faster.

Watch the video [here](#)

The GenAIIC worked with Korean Air to create Contact-center Agent Assist that can retrieve relevant documents and generate contextual-aware answers based on multi-turn conversations, improving the efficiency and answer accuracy of agents by 17%. Agents get answers in just 5 seconds.

Read the press release [here](#)

Retailer improvements with the GenAIIC

150K

Images trained on model for design inspiration

30%

Decreased development time of apps

17%

Improved answer accuracy for contact center agents with 5-second answer retrieval time

Innovating with AWS GenAIIC

The Generative AI Innovation Center provides comprehensive expertise to help build, grow and amplify generative AI initiatives. With an emphasis on impact, security, and scalability, we help align business goals, prioritize and refine use cases, build a roadmap, establish the right levels of governance, and empower your teams to be more innovative and efficient.

To learn more visit [AWS-GENAI-Innovation-Center](#)