

# How AI & Agentic Commerce Will Transform the Retail Experience

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Rob Saker

Global VP | Consumer Industries

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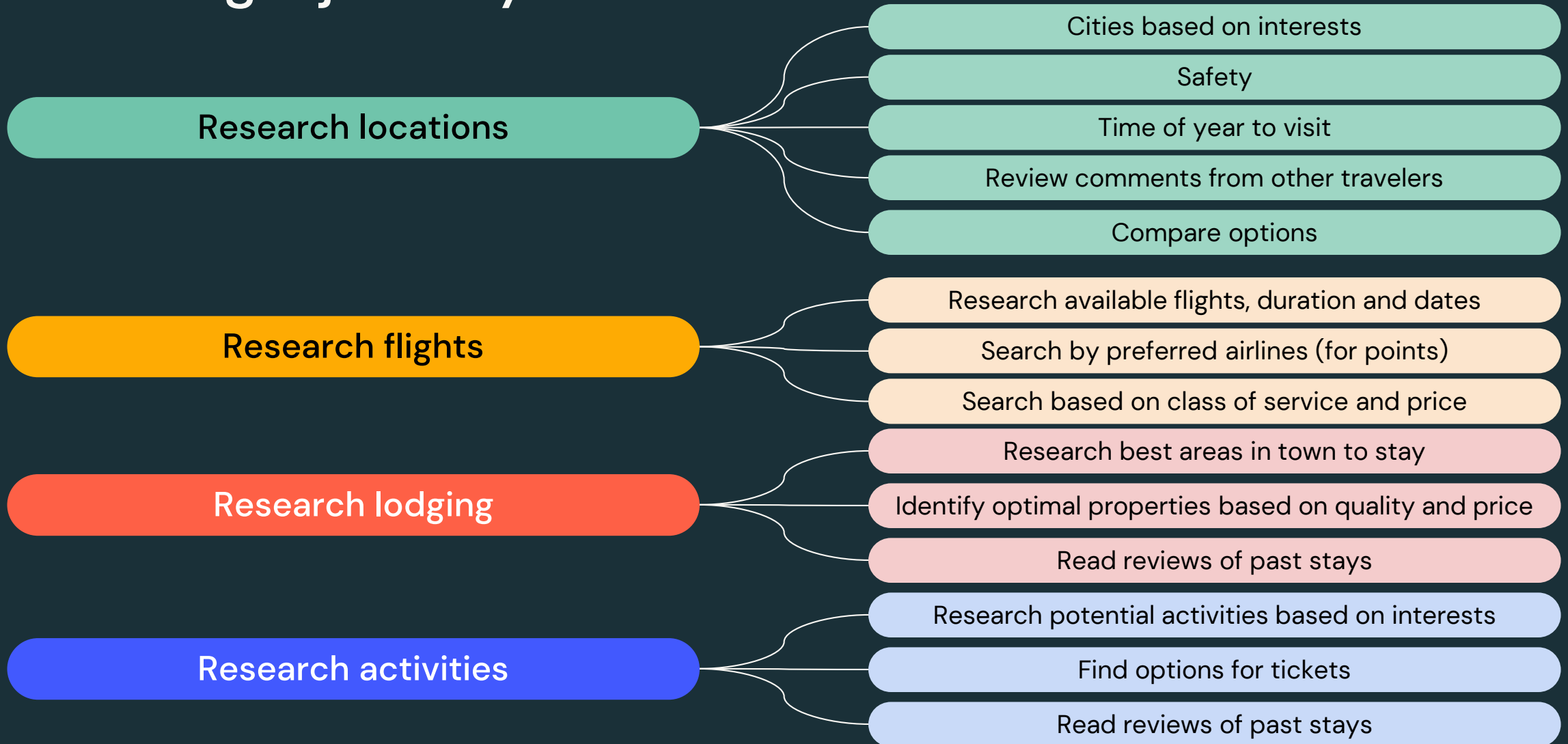
Every customer experience is  
a journey.







# Planning a journey before AI



...20+ hours


# Planning a journey with AI


I'm taking a trip to Istanbul the last week of May and the first week of June this year with my niece. I'll be there for 5 days.


I like ancient history and experiencing new cultures. I love local arts and craftsmanship. I like being immersed in history. I like to discover places and experience life as a local. I enjoy trying new foods and cuisines. My niece is 22 and loves to explore. She shares many of the same interests as me, but she also loves to see local fashions.


Show more






Perplexity Images Sources 38 20 tasks ↗

 Rick Steves  
Istanbul Itinerary: Planning Your Time - Rick Steves Europe

 Magnificent Travel  
The Essential Guide to Do's and Don'ts in Istanbul: - Magnificent...

 https://goturkiye.com/tr...  
Traditional Turkish Handicrafts and Their History - GoTürkiye

 +35 sources



## The Ultimate 5-Day Istanbul Itinerary: History, Culture and Local Experiences

Istanbul, where East meets West, offers an extraordinary blend of ancient history, vibrant culture, and delicious cuisine that makes it perfect for your upcoming trip with your niece. With your shared interests in history, culture, and local experiences—plus your niece's love for fashion—I've crafted an immersive 5-day itinerary that will allow you to experience the best of this magnificent city without feeling rushed.

### Where to Stay: Comfortable and Strategic Accommodations

For a comfortable stay with convenient access to major attractions, consider these highly-rated options:

#### Old City (Sultanahmet)

The Magnaura Palace Hotel offers clean rooms, amazing buffet breakfasts with stunning views, and a central location near Hagia Sophia and the Blue Mosque <sup>4</sup>. This location is ideal if you want to minimize travel time to major historical sites.

<1 hour

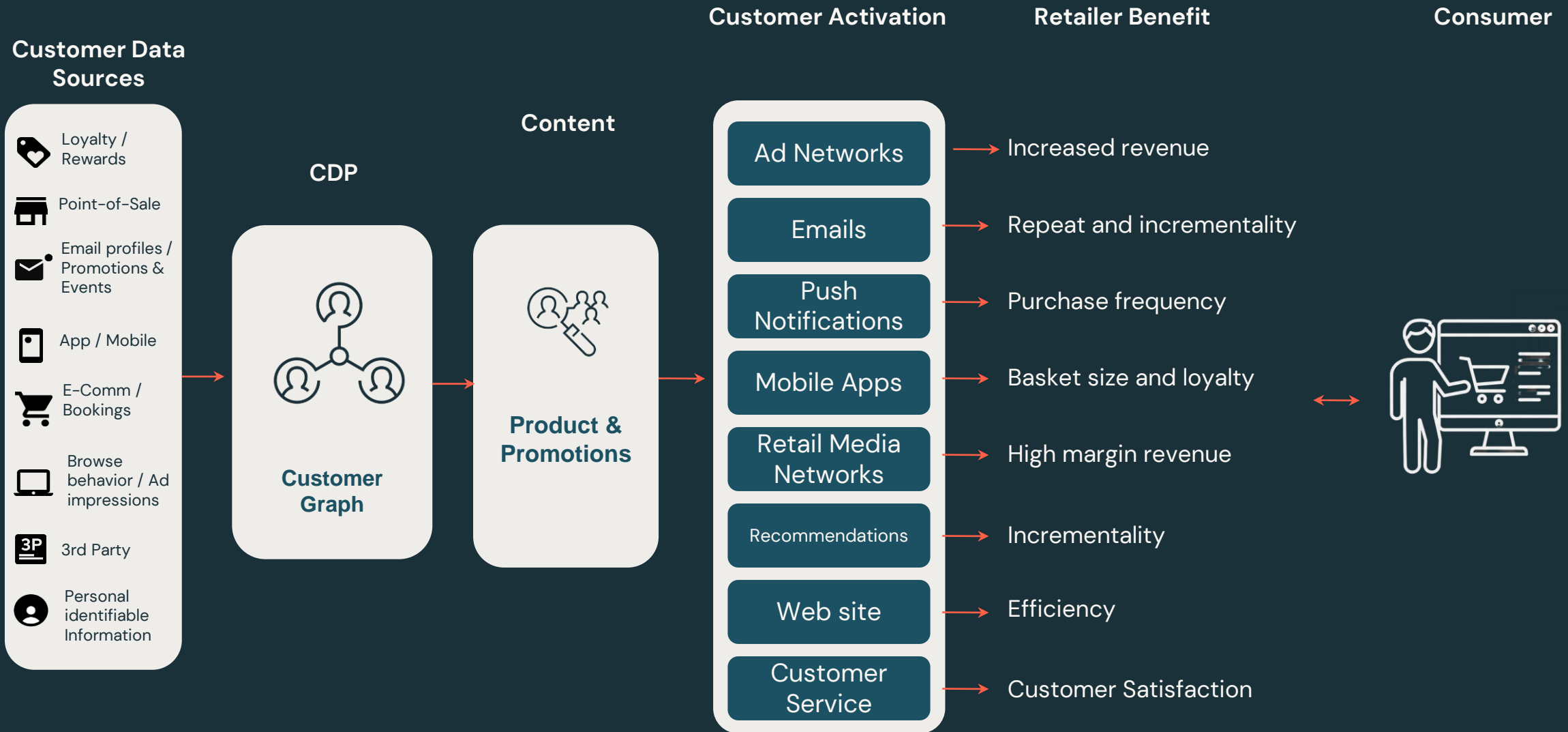
Prediction

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In the next 5 years, 30% of all  
consumer purchase journeys  
will be performed by AI  
agents.

Not *humans*.

# Current Customer Experience Channels Drive Revenue and Incrementality





Developed a unified audience view for the GM Rewards program



Deployed self-service segmentation, orchestration, and campaign optimization



HP centralized data for faster campaigns with federated query pushdown

PUBLICIS GROUPE

Enabled retail clients to convert prospects into customers quickly



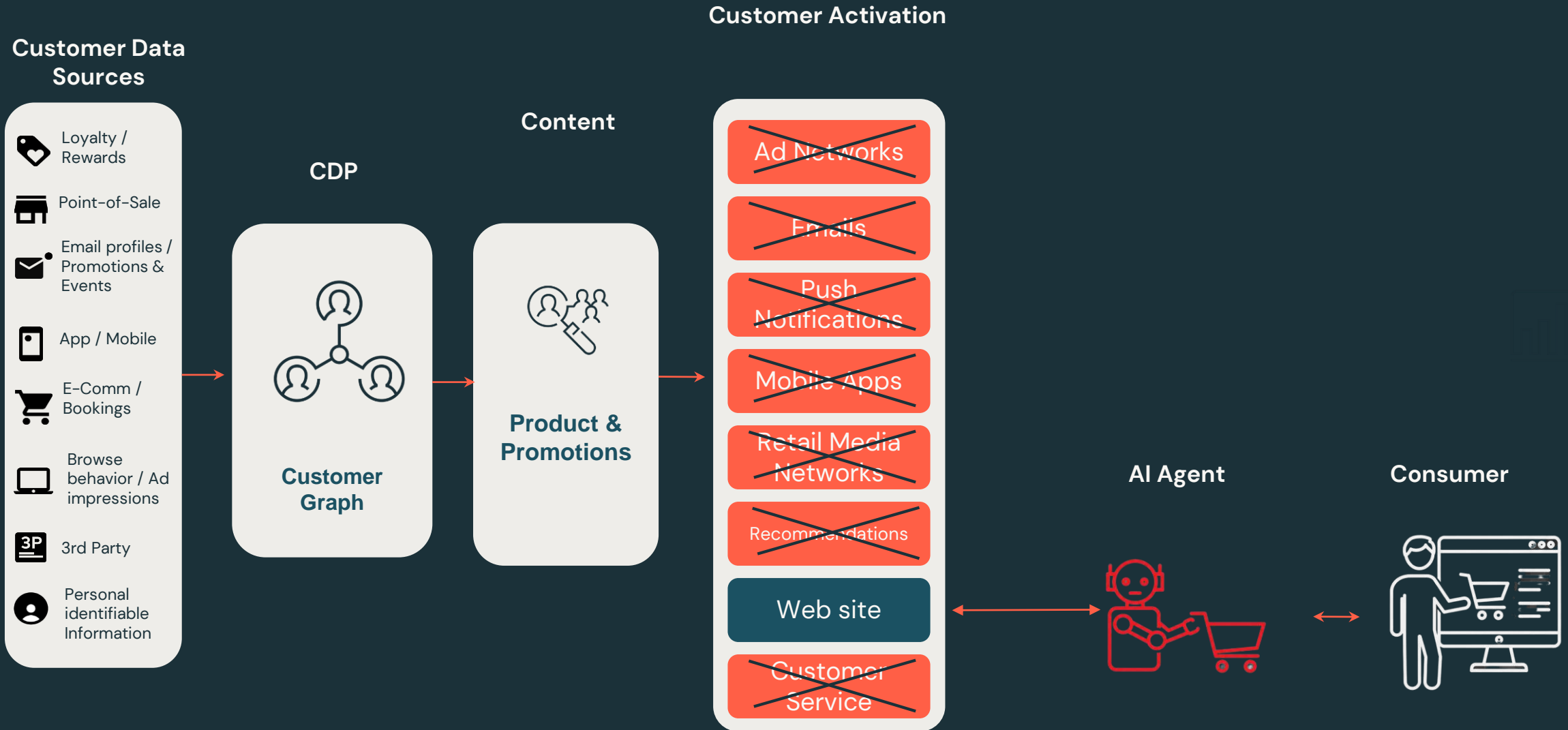
Using real-time data to inform recommendations that boost player engagement

PANDORA

Simplified adoption of marketing AI to deliver better shopping experiences



# Agentic Commerce Disrupts the Relationship with Consumers



Help me schedule a trip to Istanbul for the last week of June. I want  
airfare, hotel suggestions and activities with skip the line passes



Perplexity



Images



Sources · 20



Tasks



skyscanner.net

Cheap Flights from  
Amsterdam Schiphol (AMS...



www.wegoreizen.nl

Airlines flying to Istanbul,  
Turkey in 2025 -...



Istanbul Tourist Pass

Skip the Ticket Lines -  
Istanbul Tourist Pass



Headout

3-Day Skip-the-Line Tickets  
to Top Museums of Istanb...

Day of the Week	Flight No.	Dep. Airport	Dep. Time	Arr. Airport	Arr. Time
Monday/Tuesday	KM784	MALTA	06:00hrs	ISTANBUL	09:35hrs
Monday/Tuesday	KM785	ISTANBUL	10:35hrs	MALTA	12:15hrs
Wednesday/Thursday	KM786	MALTA	16:25hrs	ISTANBUL	20:00hrs
Wednesday/Thursday	KM787	ISTANBUL	21:10hrs	MALTA	22:50hrs



Planning a trip to Istanbul for the last week of June offers a fantastic opportunity to experience the city's rich history, vibrant culture, and stunning architecture. Here are top recommendations for hotels that provide comfort, excellent locations, and unique experiences, along with suggestions for activities that include skip-the-line access to major attractions. While I can't book airfare directly, I'll guide you on choosing the best flight options and maximizing your time in Istanbul.

### Four Seasons Hotel Istanbul At Sultanahmet

This luxurious hotel is set in a neoclassical former jail and offers an unbeatable location in the heart of the Old City, steps from the Hagia Sophia, Blue Mosque, and Topkapi Palace. Its elegant dining,

# Why does this matter?

Younger generations are rapidly adopting AI as part of their shopping.

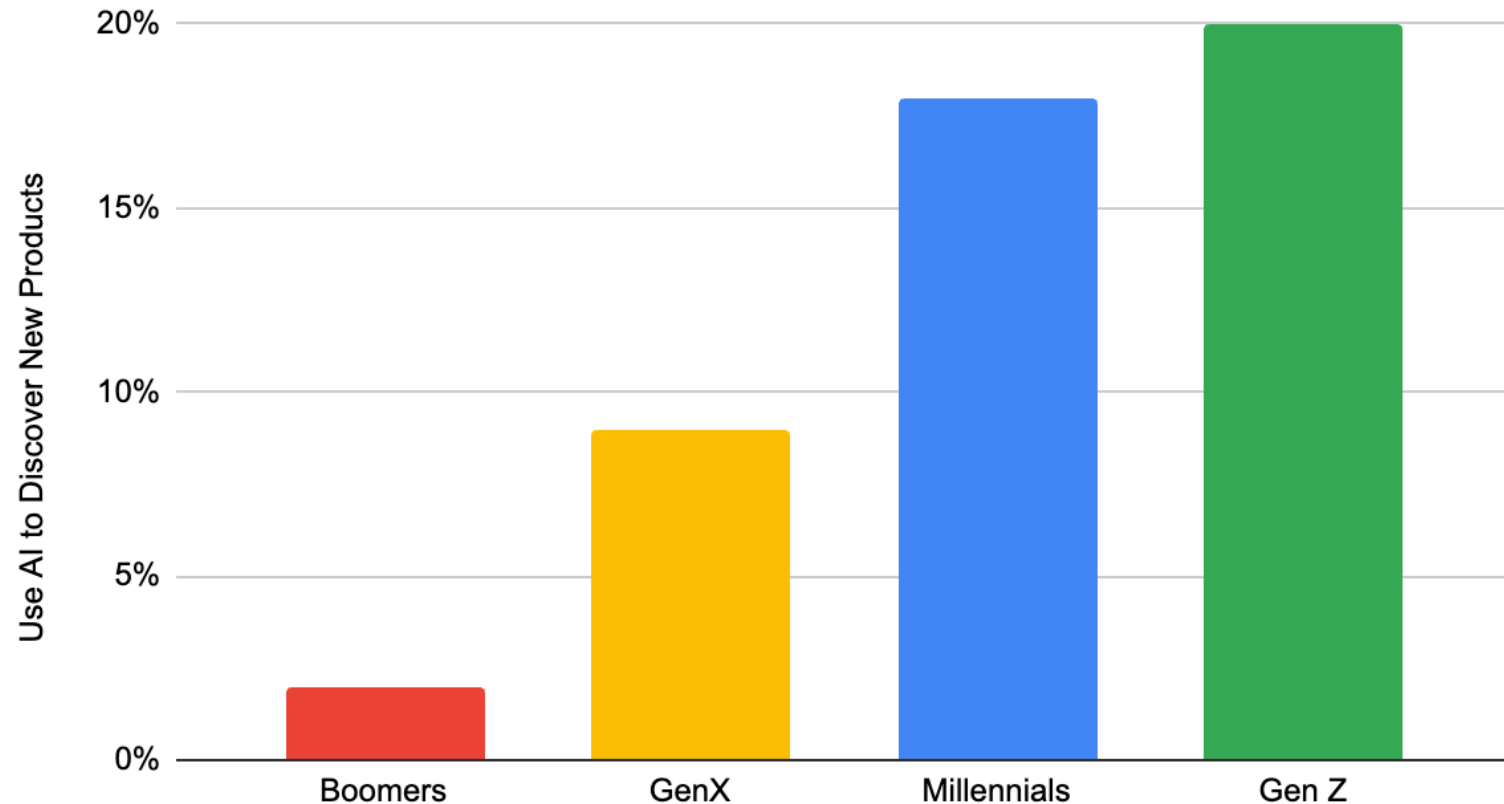
**22%**

Shoppers that periodically presently use AI for product discovery and inspiration

**20%**

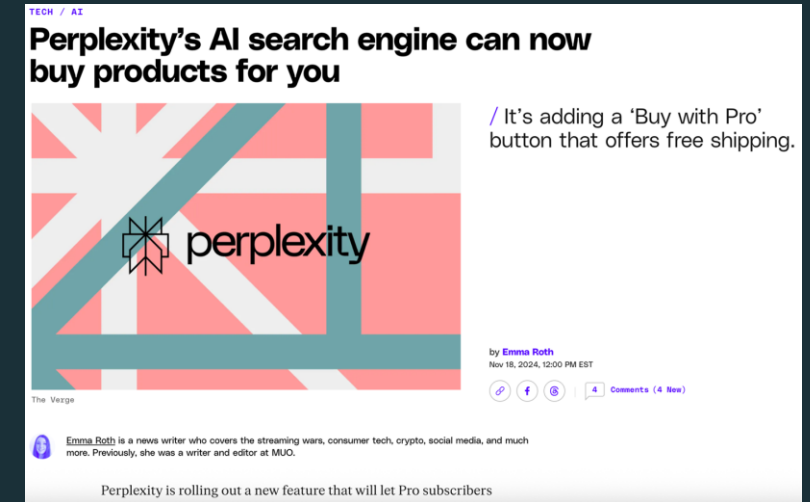
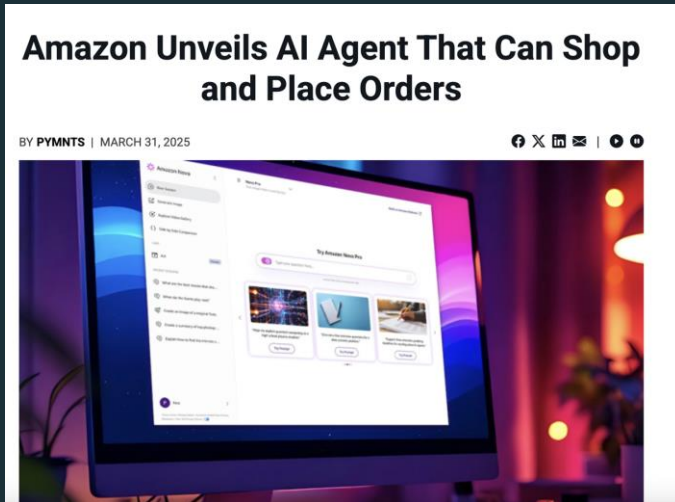
Customers that use AI for customer service..

Use AI to Discover New Products





# Agentic Commerce is Already Coming



External services that shop on behalf of consumers across brands and retail sites.

## Prediction

Retailers lost billions in revenue ceding advertising to Google, Meta and others they developed Retail Media Networks.

**Retailers that do not prepare to own the Agentic Commerce experience with consumers will face greater losses in revenue in lower margins.**

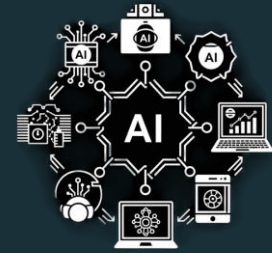
# How can retailers prepare to own the Agentic Commerce Experience?



Invest in  
Composable  
Customer Data  
Platforms



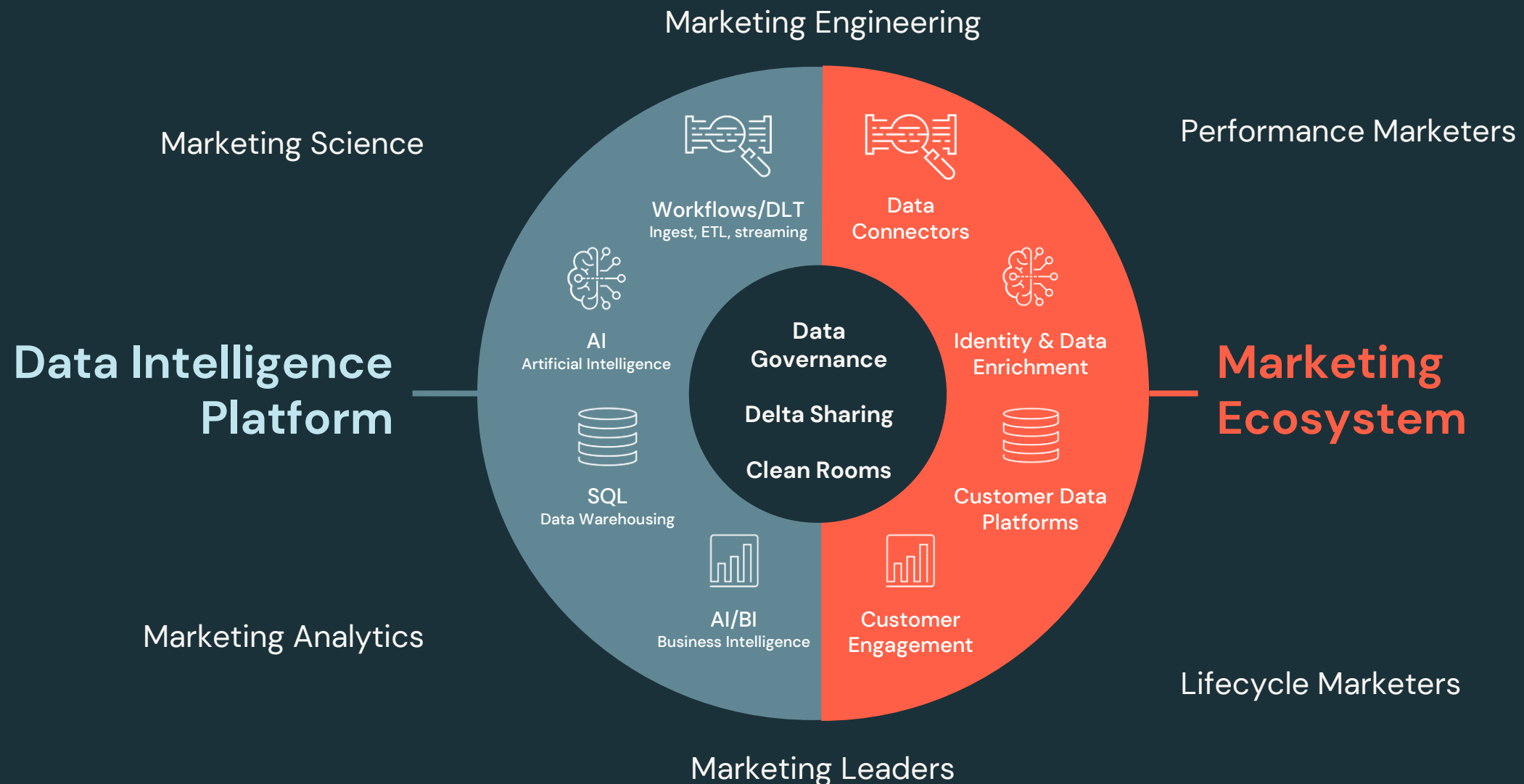
Architect for  
Agentic Commerce



Establish AI Use  
Cases Now



# Composable CDPs Set the Foundation for Agentic Commerce



# BURBERRY

Burberry uses data & AI to increase revenue with better data

## Challenges

Burberry is a global luxury brand with a rich British heritage. The company has 413 stores worldwide and plans to keep growing by providing an outstanding, personalized customer experience. Until recently, this goal was difficult to achieve due to extensive data processing delays which prevented the company from analyzing clickstream data from Burberry.com in a timely fashion.

## Solution

By implementing the a Data Intelligence Platform and with real-time behavioral data, Burberry formed a complete view of each customer (AI-Ready Customer 360). In-store client advisors can now pull up information about opted-in customers' latest online behavior on their phones and tablets — which helps them deliver a truly superior customer experience (NextGen CX).

## Impact

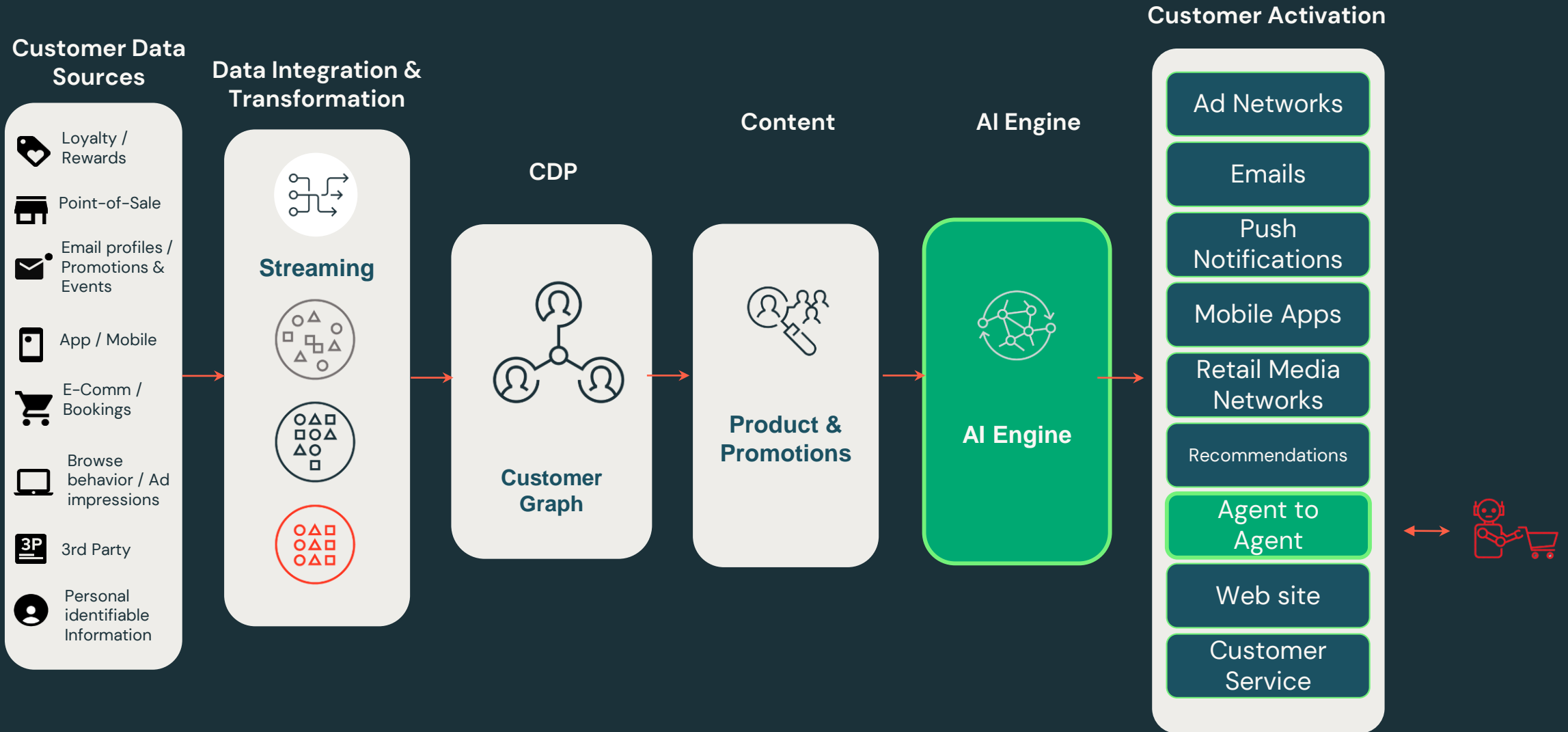
# 99%

Reduction in latency for customer clickstream data

# 52X

Increase in cookie duration

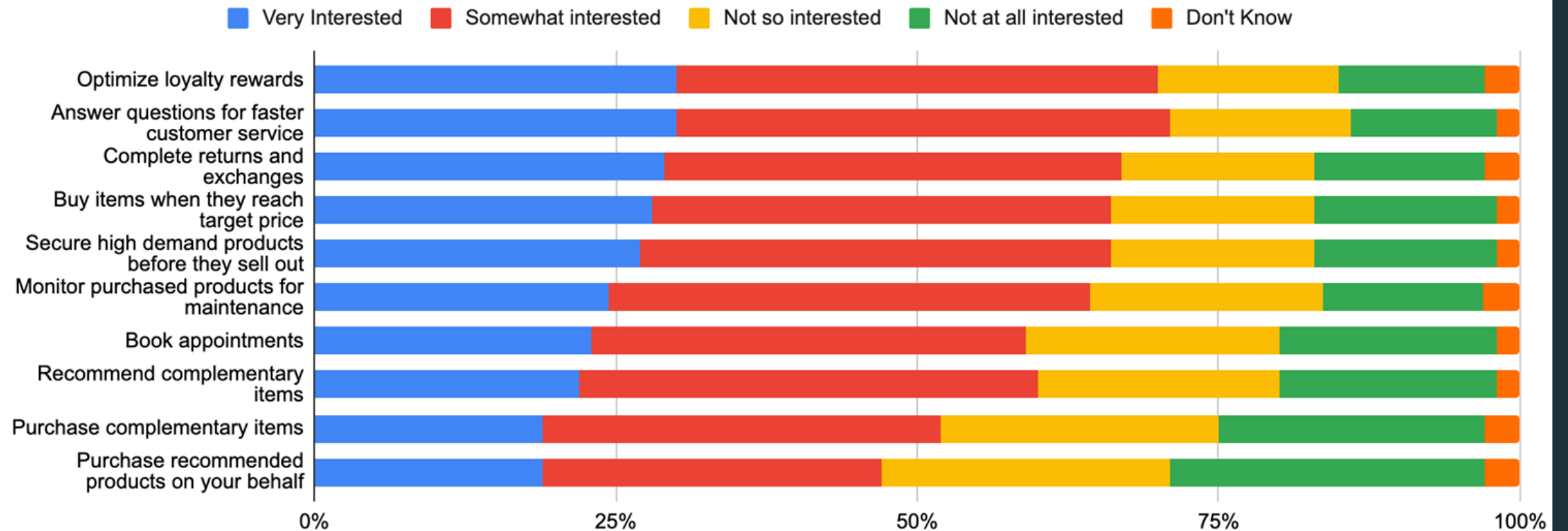
# Architecting for Agentic Commerce





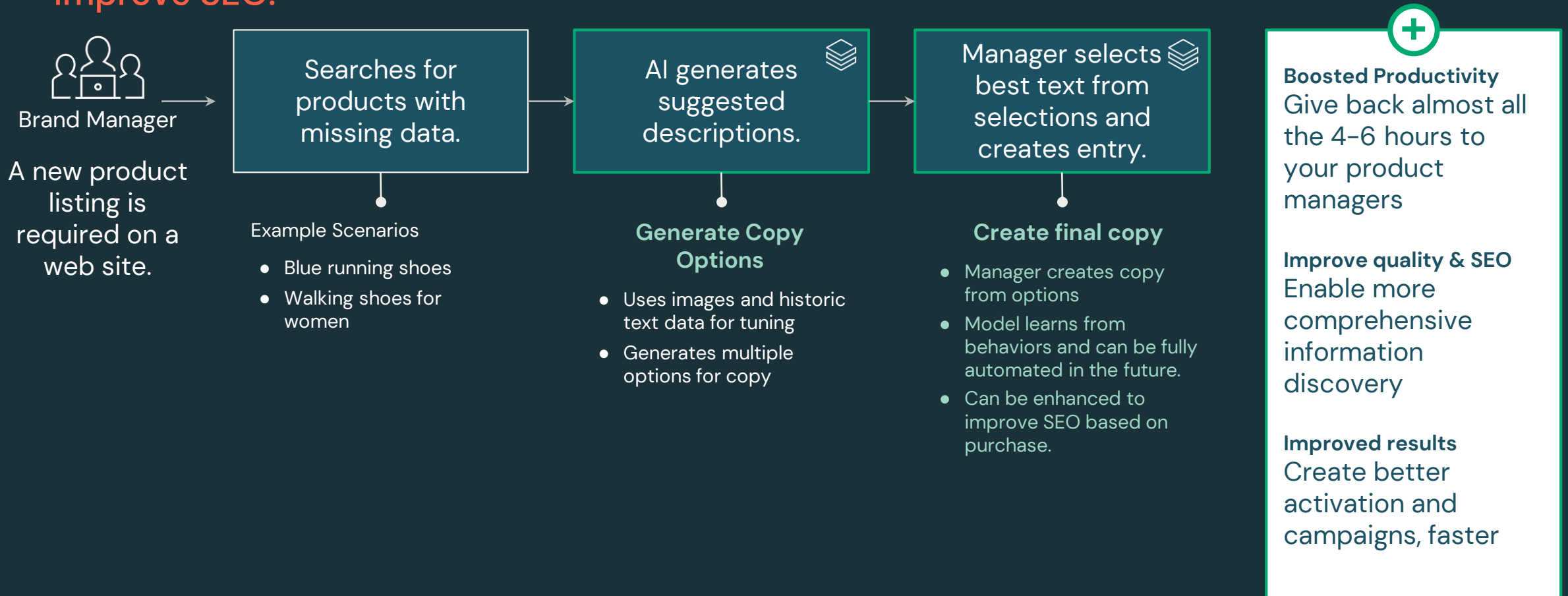
# Implement AI Use Cases Now

## Shopper Interest in AI Agents



# Image to Product Copy Generation

Rapidly create product metadata and descriptions to streamline operations and improve SEO.



## Product Details



### Image Caption:

The image features a pair of blue and red soccer shoes with a white background. These shoes are categorized as a FG (field goal) style,

## Product Details

### Product Details and Metadata

#### Name

ADIDAS Men Blue & Red F10 Sports Shoes

#### Description

#### Metadata

Labels: Men, Footwear, Shoes, Sports Shoes, Blue, Sports, Product ID: 39910, Retailer: Acme Inc

Live Product Copy Generation



## Product Copy Generations

[Regenerate All](#)

Prompt

Please make a brief product description; at most 1 sentence. Product Title: {title} Product Caption: {caption} Product Category: {category}

Model

DBRX

Generation 1

Generation 2

Generation 3

[Regenerate](#)[Regenerate](#)[Regenerate](#)

Model

DBRX



Generation 1 (291 Characters, 44 Words)

These Adidas Men's F10 Sports Shoes are designed for football games, featuring a vibrant blue and red color scheme. The FG (field goal) style ensures optimal performance on the field. Made with high-quality materials, these shoes offer both comfort and durability for your sports activities.

**Regenerate**

Generation 2 (349 Characters, 52 Words)

These Adidas Men's F10 Sports Shoes, perfect for football matches, showcase a vibrant blue and red design with a field goal (FG) style, offering excellent traction on natural grass surfaces. The shoes provide comfort and agility, ensuring peak performance during intense games. Ideal for athletes who value style and functionality in their footwear.

**Regenerate**

Generation 3 (344 Characters, 57 Words)

The Adidas Men's Blue & Red F10 Sports Shoes are designed for football games, featuring a FG (field goal) style. The vibrant blue and red shoes stand out against a white background, showcasing a dynamic and sporty design. These shoes offer excellent grip and comfort, making them an ideal choice for men's footwear in the sports shoes category.

**Regenerate**

Final Description

**Save Description**

Model

DBRX



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Metadata

Labels: Men, Footwear, Shoes, Sports Shoes, Blue, Sports, Product ID: 39910, Retailer: Acme Inc



# Product Content Generation with Batch Inference

Use generative AI to improve the quality and automate the creation of ecommerce product listings.



Retailers have tens and hundreds of thousands of products with 20% annual product changes that require thousands of hours annually to create and maintain.



**Databricks Data Intelligence Platform**  
(intelligent, unified data management and governance)



All of your Product data  
and associated  
information



Label your data for real-  
time model fine tuning



Generate new product  
copy and descriptions  
based on user prompts

**3–15%**

Increase in revenue  
through better SEO  
and top of funnel.

**10–20%**

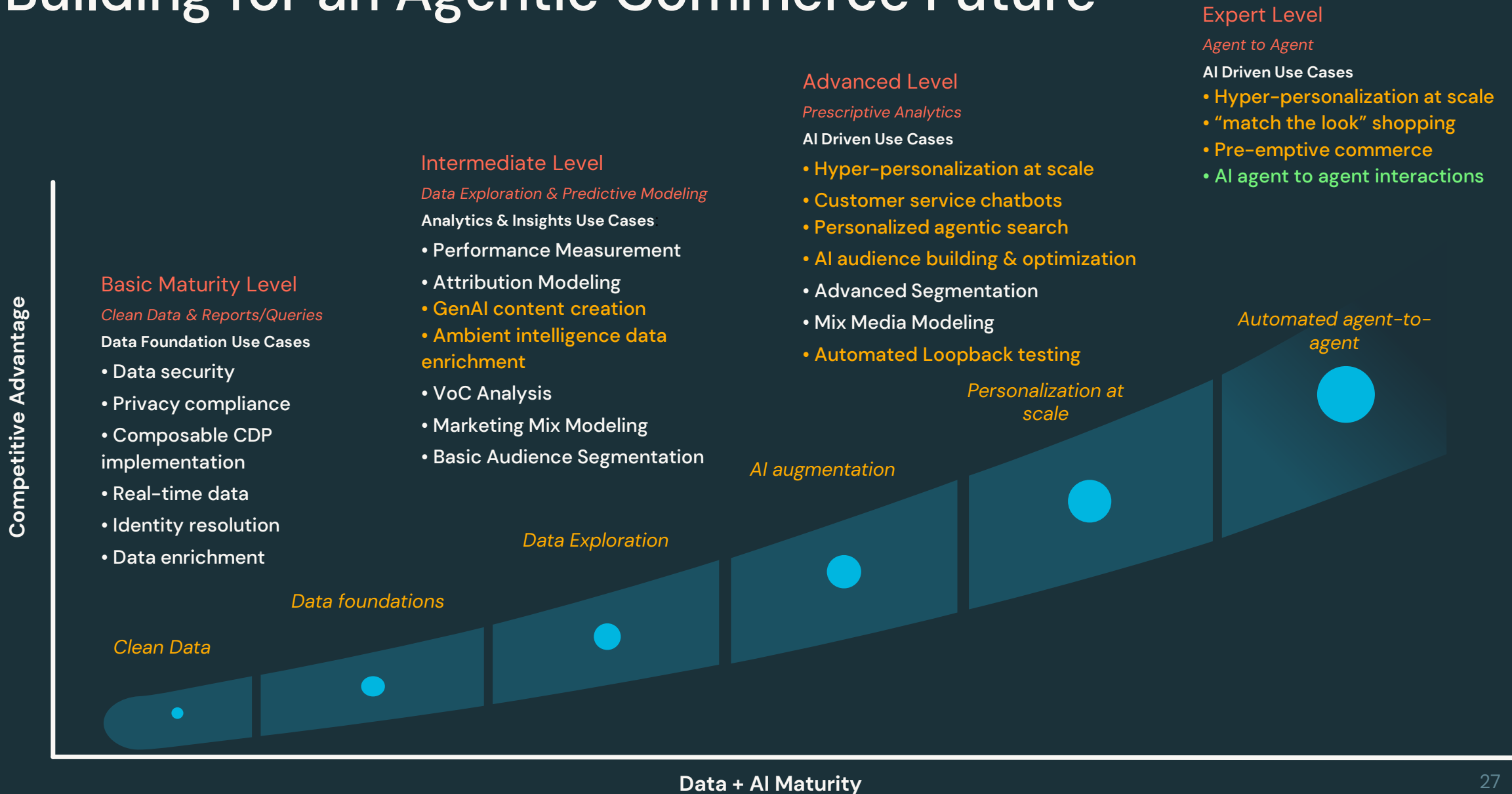
Improvement in Sales  
ROI.

**30–45%**

Reduction in labor required  
to create and maintain  
product copy.



# Building for an Agentic Commerce Future



# databricks **DATA+AI SUMMIT**

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ATTENDEES  
ON SITE

**700+**

BREAKOUT  
SESSIONS

**20+**

TRAINING  
COURSES



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ANALYTICS AND AI  
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# Thank you!

Rob Saker

Global VP | Consumer Industries

Databricks

