SATORI

ANALYTICS AGENCY

ECR Hellas — 04.06.25

How do you make sense of this?

?

Our Work in Retail & CPG

Our team has been delivering real business value to household Brands in Retail & CPG for 10 years, covering needs across the business.

90%
Client repeat rate

Multi-Country
Multi-Function

AI & ML

BiC

KAYKAΣ

IKEA

ELGEKA

Nestlé

METRO

L'ORÉAL

ΔΕΛΤΑ

AI Discovery & Strategy

PHILIP MORRIS INTERNATIONAL

ΣΚΛΑΒΕΝΙΤΗΣ

Coca-Cola HBC

KORRES

LAMDA DEVELOPMENT

you.gr

Data, BI & CX

Unilever

JD

μασούτης
ΟΙΚΟΝΟΜΙΚΑ ΚΑΙ ΕΛΛΗΝΙΚΑ

Public

iStorm
Premium Reseller

ACQUA & SAPONE
Oltre la Convenienza

Cross-industry experience

Eurobank

MOTOR OIL

/// Piraeus

HELLENiQ ENERGY

Groupama

nrg

vodafone

BRITISH AIRWAYS

ARCHIRODON

avios

The **AI to RoI** Journey

Become Aware

Prove Value

Strategically Manage

Scale

1 in 10
Globally

1 in 2
Globally

1 in 3
Globally

1 in 7
Globally

GR & CY
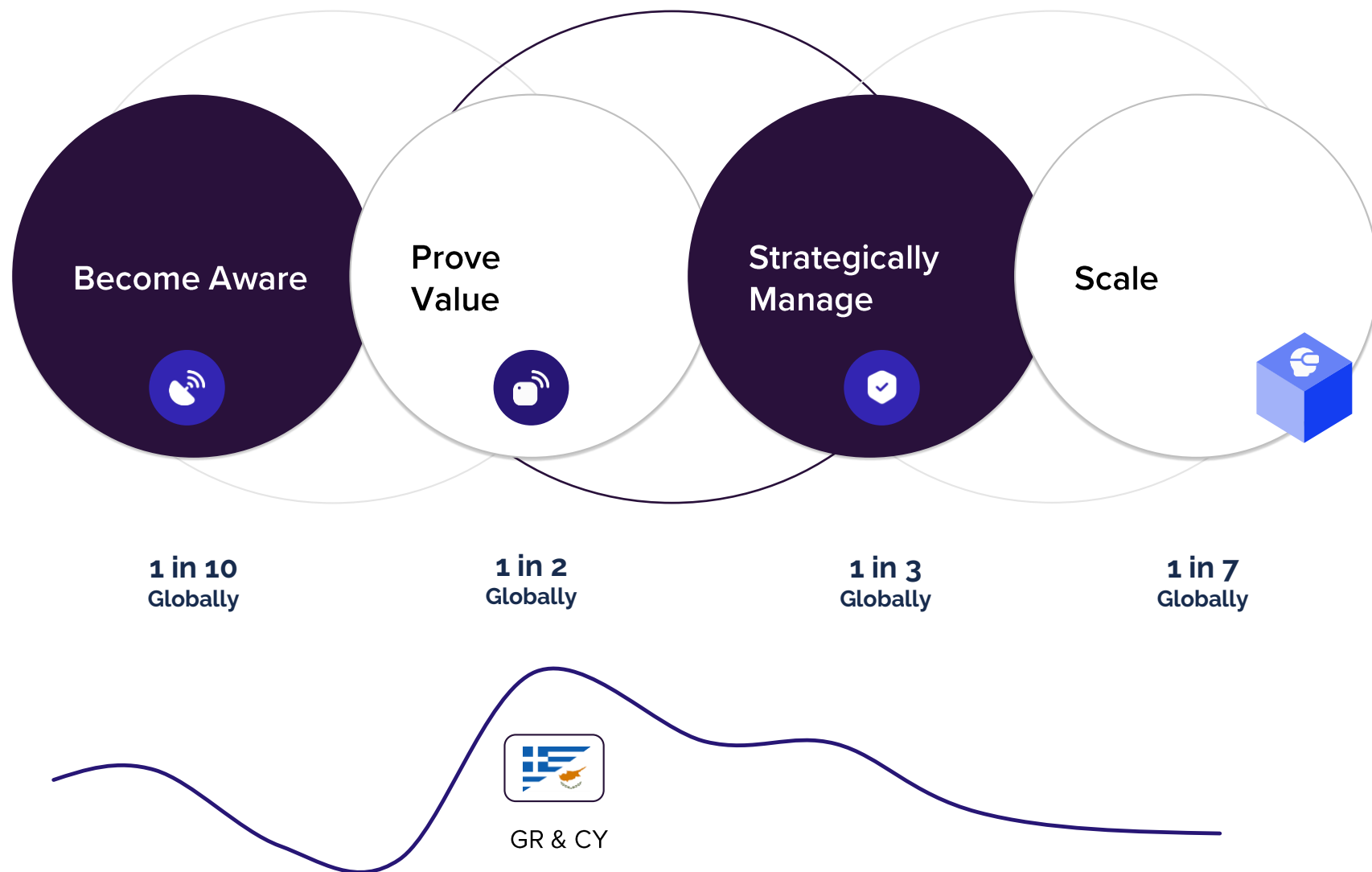
97% | Increased spending on AI

Ahold Delhaize

€**5B** expected gains from AI & Automation in 2024-2028

P&G

AI Factory: scale AI across all operations
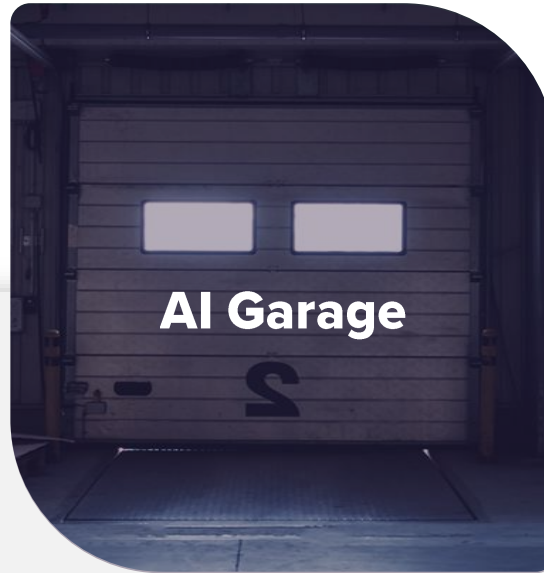
TESCO

5,000+ employees In tech division

DANONE

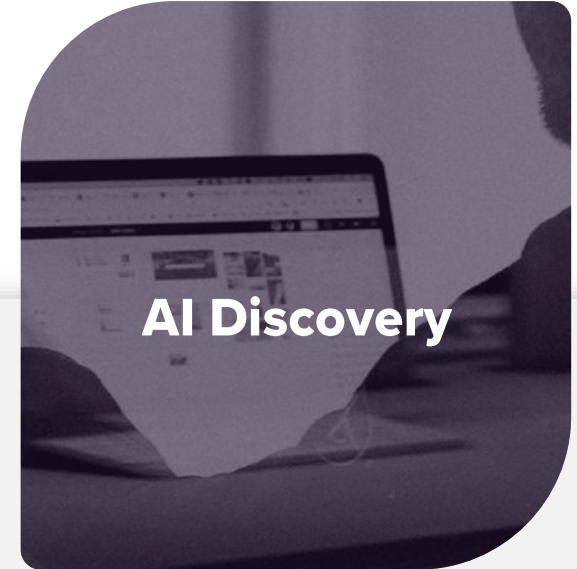100,000 employees Upskilled in AI

3 practical approaches **that work**

AI Pilot

AI Garage

AI Discovery

Learn & gain
hands-on experience

Empower staff
Adopt existing AI tools

Prioritise & build
a strategic roadmap

AI is a C-level business

51%

AI is strategic and will be a differentiator for us in the market.

30% +5% YoY

There is a top-down mandate to leverage the technology.

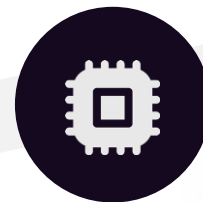*The State Of AI In Retail And Consumer Packaged Goods (CPG) In 2025 NVIDIA, Jan 2025 Link

Expand - Adopt - Support

<25% deployed
Half of organisations have moved
25% or fewer of their GenAI projects fully to production
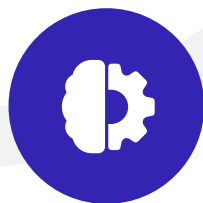
Start Small

Don't skip this step either!

Learn & Champion
Don't skip this step!

Experience hands-on to understand potential.

AI for Productivity

Most popular
Top of mind for many

AI for Top-line Growth
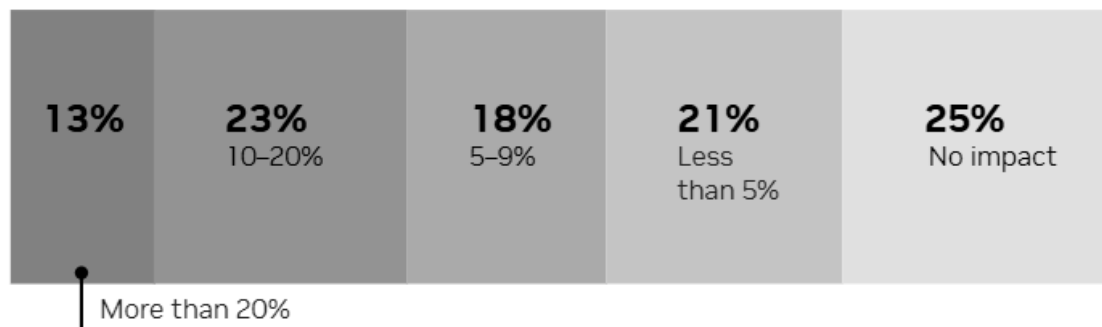
Higher potential
Top of mind for upper management

AI Works

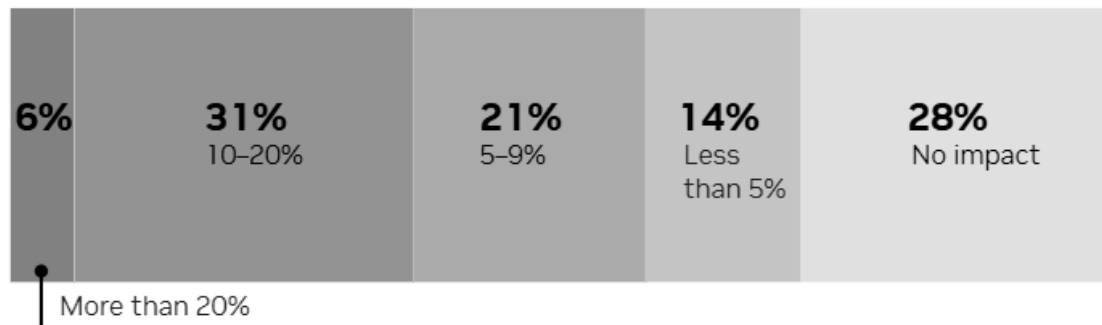**AI Impact on Revenue and Cost—2024**
Respondent Results

Increasing Annual Revenue

AI for Productivity

13%	23% 10–20%	18% 5–9%	21% Less than 5%	25% No impact

More than 20%

Decreasing Annual Operational Costs

AI for Top-line Growth

6%	31% 10–20%	21% 5–9%	14% Less than 5%	28% No impact

More than 20%

nrg

3

Months to breakeven
Optimised trading from energy
consumption and price forecasting

ARCHIRODON

3,000

Man-hours saved
per month
from a single use case

Sales & Commercial

Finance & Treasury

Human Resources

IT, Technology & RnD

Customer Experience & Marketing

Supply Chain & Operations
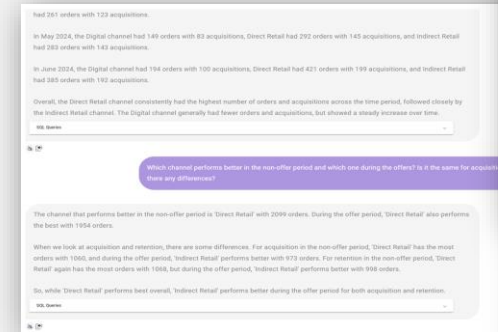
Legal

Quality

Which Department or Business Function is affected ?

Sales & Commercial

Finance & Treasury

Human Resources

IT, Technology & RnD

Customer Experience & Marketing

Supply Chain & Operations

Legal

Quality

→

Most Quick Wins and High-value cases

Value score +50% above average

Many ML use cases

Recommenders, Basket Analysis,
Churn Prevention, Opportunity detection,
Offer Optimization, Pricing

Often joint
opportunities
for **CPG & Retailer!**

Sales & Commercial

Finance & Treasury

Human Resources

IT, Technology & RnD

Customer Experience & Marketing

Supply Chain & Operations

Legal

Quality

Share information with
**customers
& partners**

Know your
clients with
**feedback
analytics**

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Start
Now