

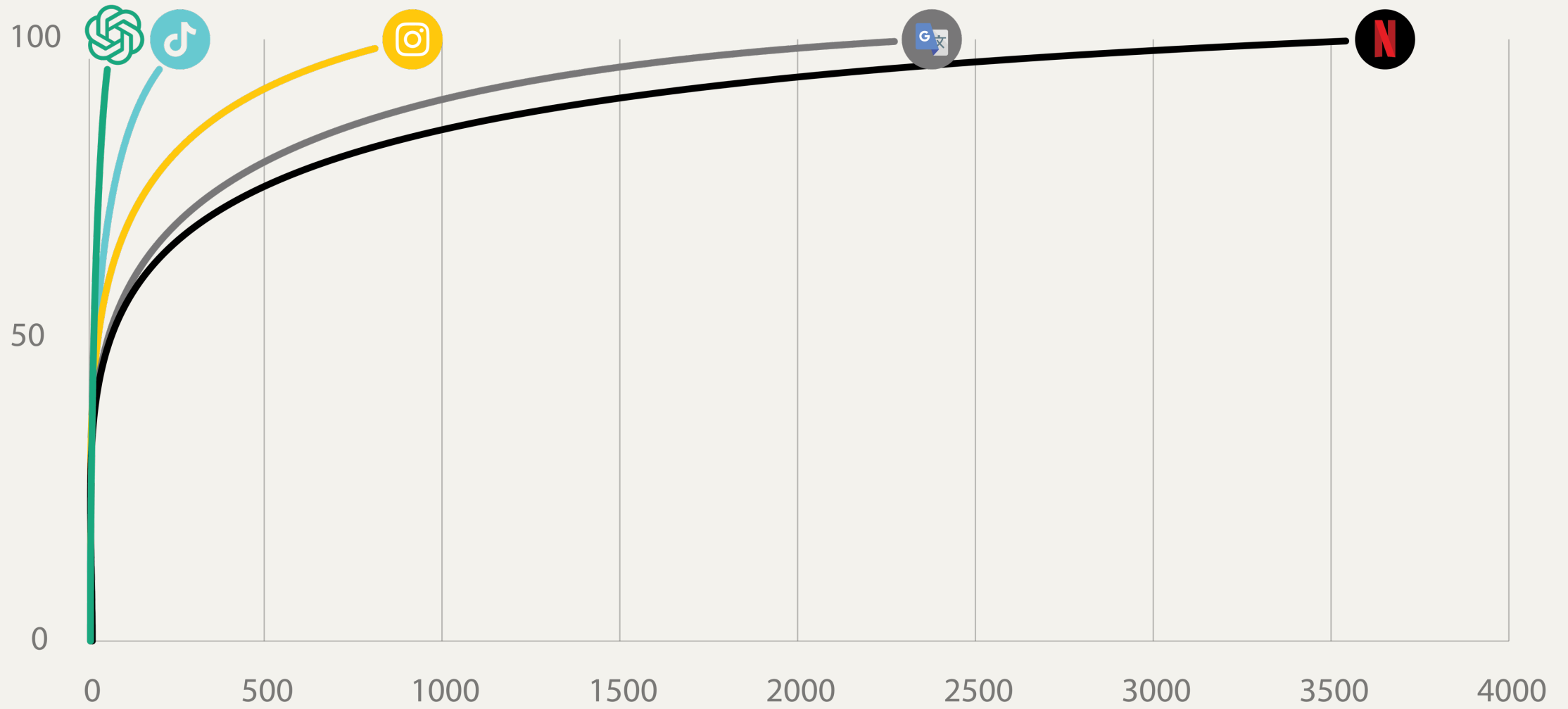
L'IA générative : **amie ou ennemie** du marketing?



**Qui a déployé une
solution IA dans son
organisation ?**



Qui a essayé ChatGPT?



UNE PETITE CLARIFICATION S'IMPOSE

**Qu'ossé ça une solution
d'IA générative?**

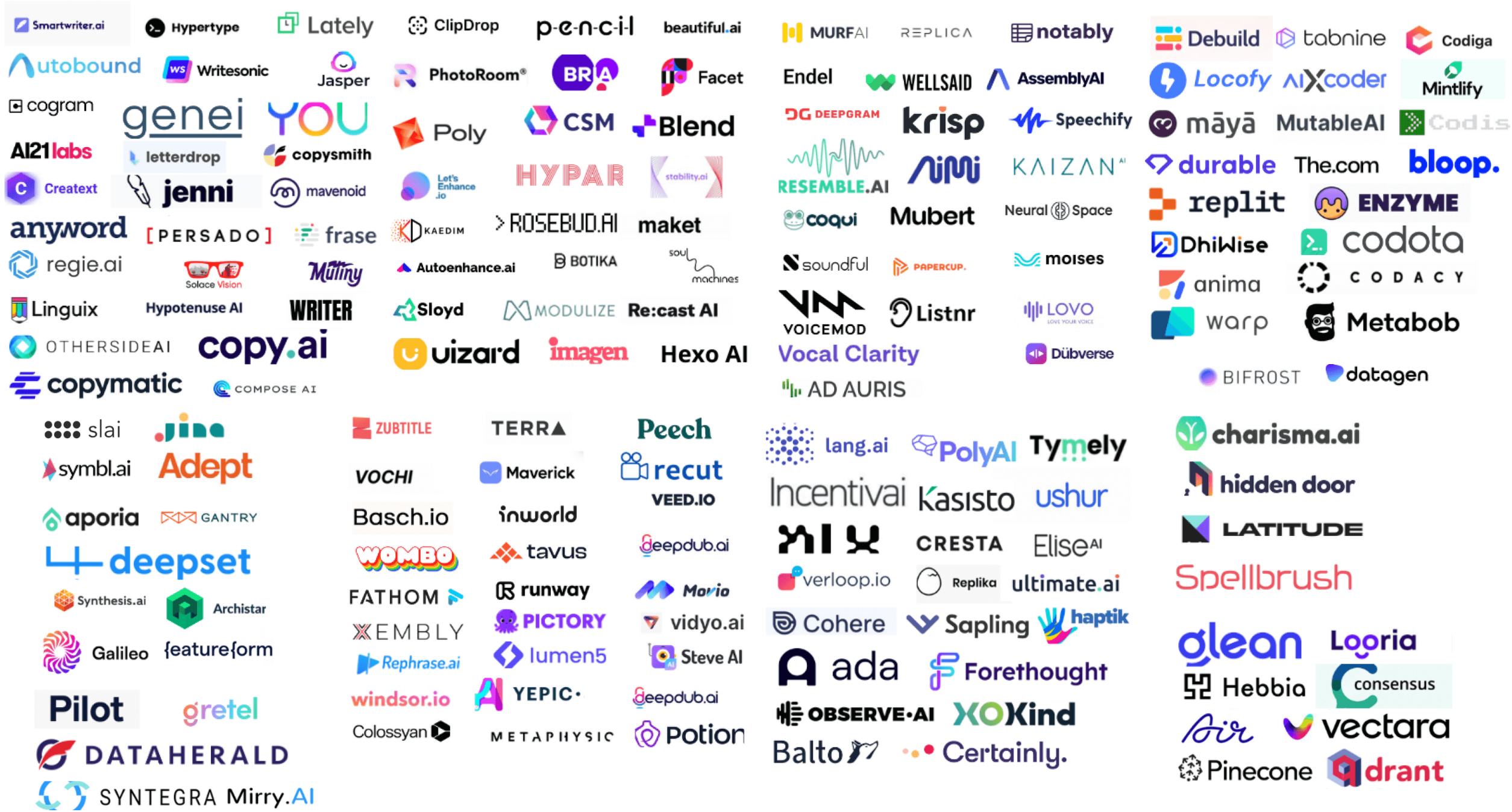
L'IA traditionnelle... de 2022!

L'IA traditionnelle s'est concentrée sur des tâches spécialisées :

La prise de décisions, le perfectionnement de l'analyse, la classification des données et la détection des fraudes.

L'IA générative produit de nouveaux contenus :

Des réponses de chat, des designs, des données synthétiques, des images, des sons, des vidéos, etc



**Attachez vos tuques
avec de la broche.**



70%

**des utilisateurs
l'utilisent au travail.**

Gain en efficacité de

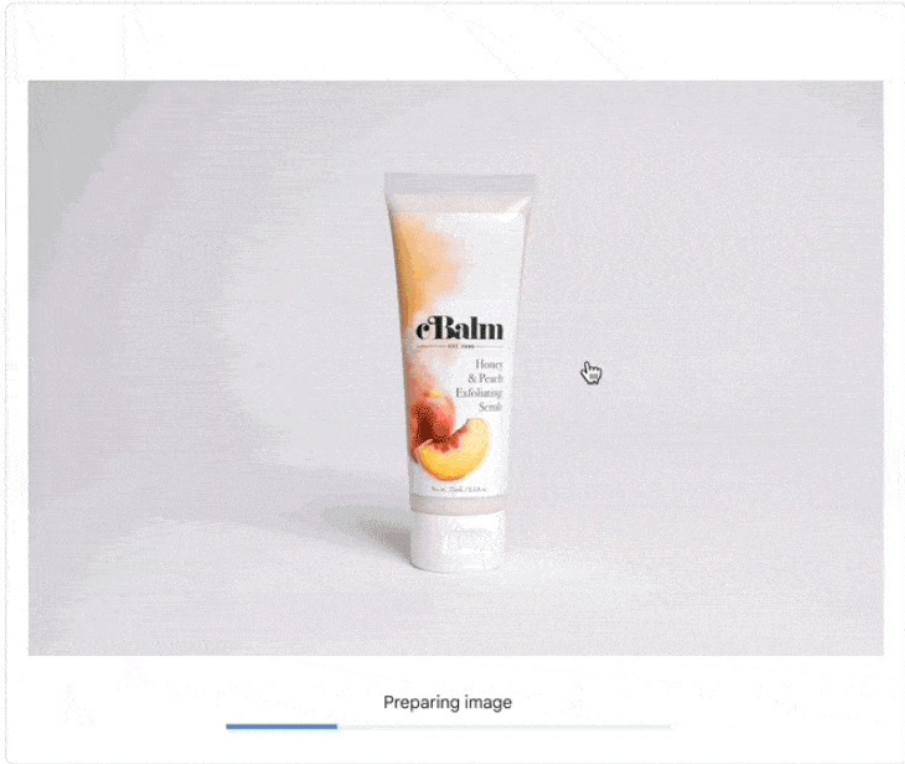
25%

40%

**d'augmentation
en qualité.**



Generate scene EXPERIMENT



This feature is experimental, and results may vary

STEP 1

Select a product image

cBalm Honey & Peach Exfoliating Scrub



STEP 2

Enter a description of the scene

Describe the scene

For better results, include the product ("skincare jar"), placement ("on a light stone platform"), surroundings ("surrounded by almonds"), and background ("in front of green plants")

Example

"Skincare jar on a light stone platform surrounded by almonds and in front of green plants"



Generate scene

Add to Merchant Center

La personnalisation de
l'expérience sera
omni-présente.

« Fruits chairs »

par Midjourney





Effets visuels propulsés par l'IA

par Wonder Dynamic



ChatGPT



Context : we're Moov AI, a consulting company that helped our client, Connect&Go, deliver its AI dynamic pricing and traffic prediction features.



Can you write a case study using this template : <https://moov.ai/en/projects/ricardo> and using these informations information in this press release : <https://connectngo.com/fr/news/nouvelle/attendx-fr/>



Used Link Reader



Used Link Reader



Certainly! Here's a case study based on the provided template and the information from the press release:

Case Study: Connect&GO's AttendX - A Revolutionary AI-Powered Attendance Prediction and Dynamic Pricing Platform



Regenerate





can you translate these bullet points please :



Meilleure gestion des operations pour les clients de Connect & Go (staffing) en ayant une visibilite sur l'achalandage prevu dans les 7 prochains jours
Niveler l'achalandage a travers les journees (offrir une meilleure experience client)
Augmenter le nombre de reservations anticipees en offrant des prix dynamique avantageux aux utilisateurs qui decident de reserver en avance bases sur plusieurs facteurs (meteo, achalandage, tendances historiques...)
Optimiser les revenus en offrant une tarification dynamique qui va stimuler la demande



Of course! Here's the translation of the provided bullet points:



- Better management of operations for Connect & Go clients (staffing) by having visibility on the expected traffic in the next 7 days.
- Level out traffic throughout the days (offer a better customer experience).
- Increase the number of advanced bookings by offering advantageous dynamic pricing to users who decide to book in advance based on several factors (weather, traffic, historical trends...).
- Optimize revenue by offering dynamic pricing that will stimulate demand.



Certainly! Here's the updated case study incorporating the new bullet points:



Case Study: Connect&GO's AttendX - A Revolutionary AI-Powered Attendance Prediction and Dynamic Pricing Platform



Project Overview

Client: Connect&GO

Industry: Attractions and Leisure

Solution: AI Dynamic Pricing and Traffic Prediction

↻ Regenerate



Send a message



Préparez-vous à la
révolution de votre
entreprise.

Q1 Performance - Saved

Search

File Home Insert Formulas Data Review View Automate Help

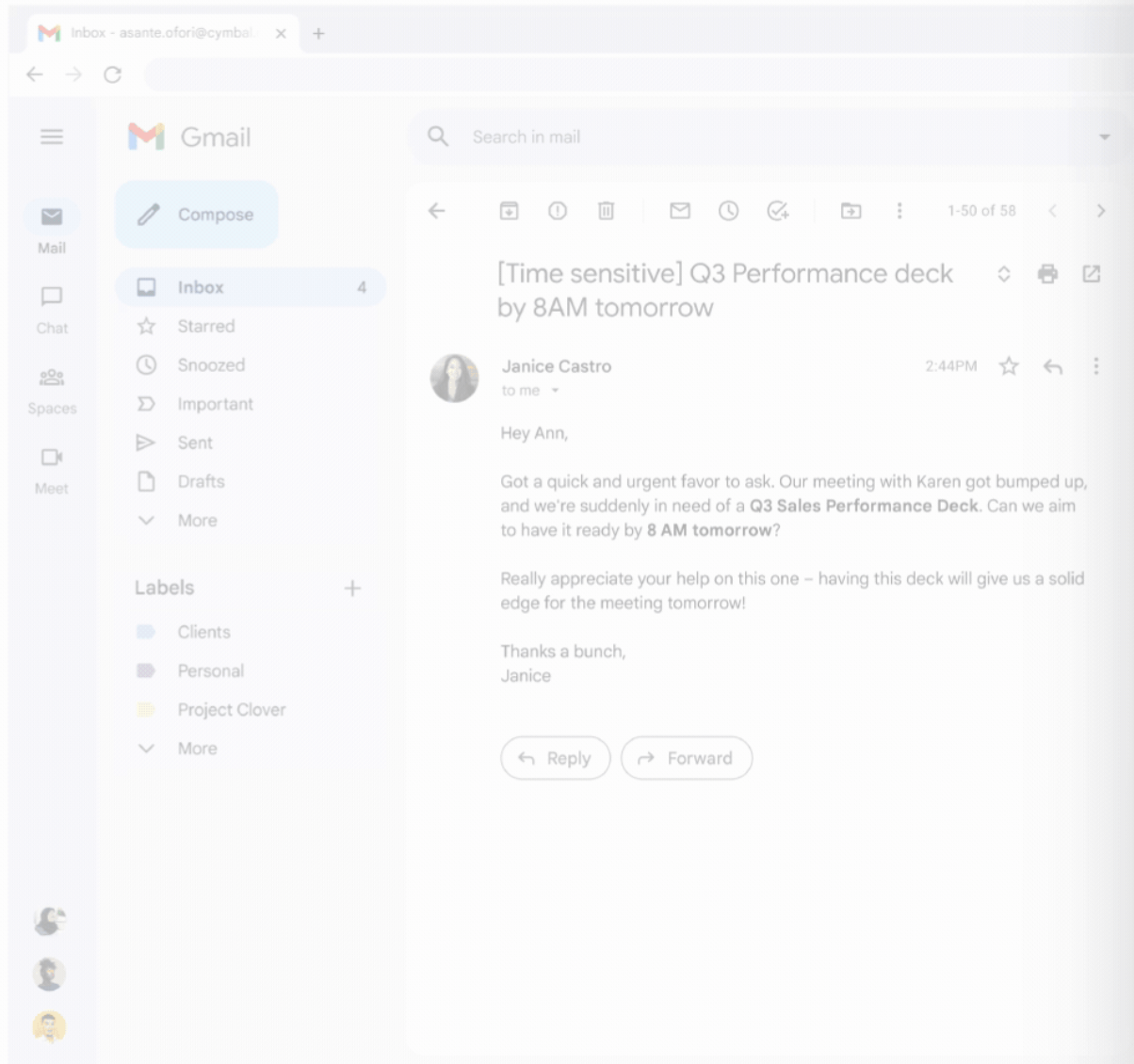
Aptos (Body) 11 B General

A1 Country

	A	B	C	D	E	F	G	H	I	J	K
1	Country	Customer	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
2	France	VanArsdel	Biodegradable Cleaning Products	Low	4345	\$10	\$352	\$1,529,440	\$15,294	\$1,514,146	\$
3	USA	VanArsdel	Biodegradable Cleaning Products	Low	4245	\$10	\$352	\$1,494,240	\$14,942	\$1,479,298	\$
4	Australia	VanArsdel	Biodegradable Cleaning Products	None	4124	\$10	\$352	\$1,451,648	\$0	\$1,451,648	\$
5	Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	3954	\$10	\$352	\$1,391,808	\$83,508	\$1,308,300	\$
6	France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	4952	\$10	\$127	\$628,904	\$6,289	\$622,615	\$
7	France	Contoso Pharmaceuticals	Recycled Can	Low	4903	\$5	\$127	\$622,681	\$6,227	\$616,454	\$
8	Canada	Proseware	Natural Personal Care Products	Low	1954	\$270	\$302	\$590,108	\$5,901	\$584,207	\$
9	Canada	Proseware	Biodegradable Cleaning Products	High	1990	\$220	\$302	\$600,980	\$84,137	\$516,843	\$
10	USA	VanArsdel	Compostable Food Packaging	Low	1254	\$3	\$380	\$476,520	\$4,765	\$471,755	\$
11	USA	Proseware	Natural Personal Care Products	Medium	1465	\$224	\$302	\$442,430	\$26,546	\$415,884	\$
12	USA	Proseware	Sustainable Snack Packaging	Medium	1410	\$120	\$302	\$425,820	\$25,549	\$400,271	\$
13	Australia	Proseware	Natural Personal Care Products	Medium	1369	\$224	\$302	\$413,438	\$24,806	\$388,632	\$
14	USA	VanArsdel	Compostable Food Packaging	Medium	1052	\$3	\$380	\$399,760	\$23,986	\$375,774	\$
15	Canada	VanArsdel	Compostable Food Packaging	Low	980	\$312	\$380	\$372,400	\$3,724	\$368,676	\$
16	Australia	Proseware	Sustainable Snack Packaging	Medium	1298	\$120	\$302	\$391,996	\$23,520	\$368,476	\$
17	Australia	VanArsdel	Compostable Food Packaging	None	954	\$3	\$380	\$362,520	\$0	\$362,520	\$
18	Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	2785	\$110	\$127	\$353,695	\$3,537	\$350,158	\$

Calculation Mode: Automatic General Workbook Statistics

Give Feedback to Microsoft 100%



◆ Duet AI



Summary of this email

- Janice needs a Q3 Sales performance deck with the latest data for a meeting with Karen.
- They're hoping to have a deck ready 8 AM tomorrow morning.

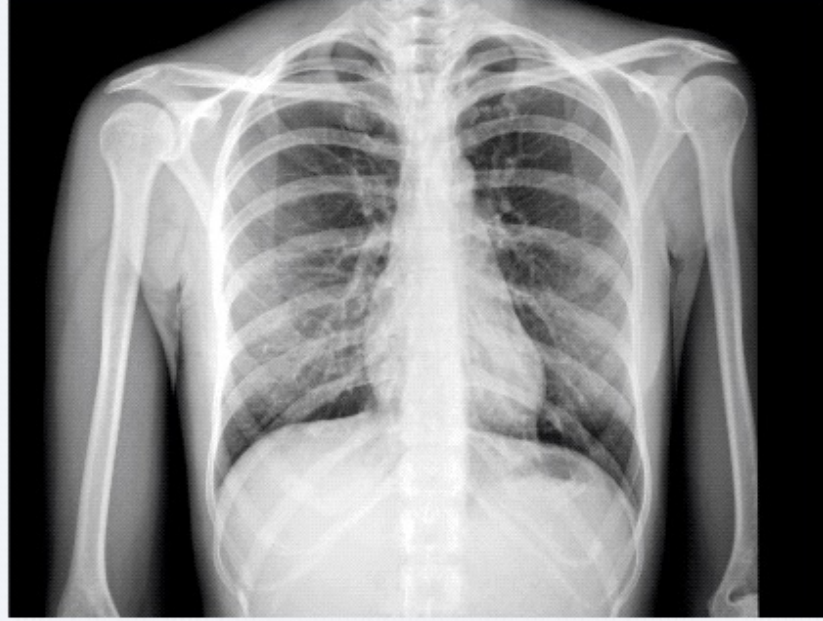
◆ What are the tasks from this email?

◆ Suggest reply options

Show more

Send a message

Can you write me a report analyzing this chest X-ray?



Findings:

- Devices: None.
- Lungs: No pneumothorax. No substantial pleural effusion. Lungs appear clear.
- Cardiomeastinal: Normal heart size. Mediastinal contours within normal limits.
- Other: No acute skeletal abnormality.

Impression:

No active disease seen in chest.

Enter a question here

**Il faut repenser vos
avantages concurrentiels.**

Risques pour la communication



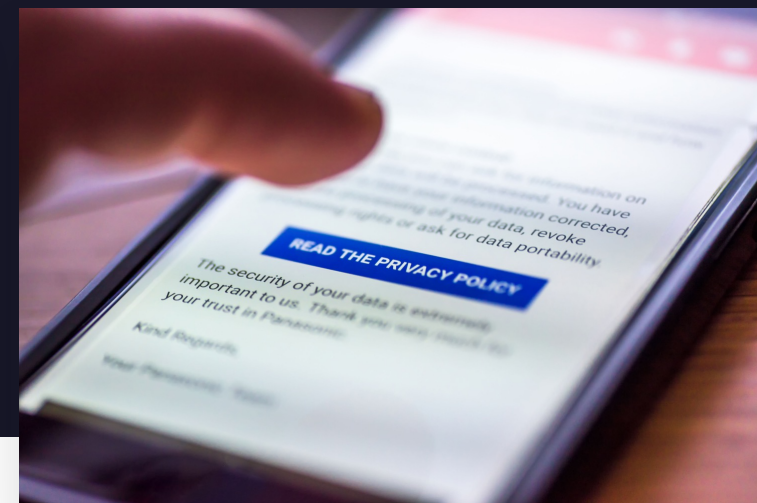
Hallucinations

Des hallucinations (erreurs) sont difficile à percevoir



Deep (Fake) News

Facile de créer des deep fakes et des fake news très réalistes



Vie privée

Produits "gratuits" B2C, licences et contenu entrant vs B2B.

L'IA transforme déjà votre organisation



Comprenez comment l'IA peut augmenter chaque fonction.



Préparez les divers changements que subira votre organisation.



Assurez-vous de développer des solutions IA responsables.

Réel ou généré?



Alors, réel ou généré?

