

COMMERCIAL STRATEGY

Mind Meets Machine – Successful Omnichannel strategy with the help of AI

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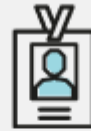


JTI AT A GLANCE



130

Countries where our products are distributed



45,000

Employees around the world



110 +

Nationalities represented across our workforce

OUR FLAGSHIP BRANDS

Nine world renowned brands make up the core of our brand portfolio. Each possesses its own distinct character and heritage, brought together under our unrivalled commitment to quality.

Winston

CAMEL

LD

MEVIUS

**BENSON
& HEDGES**

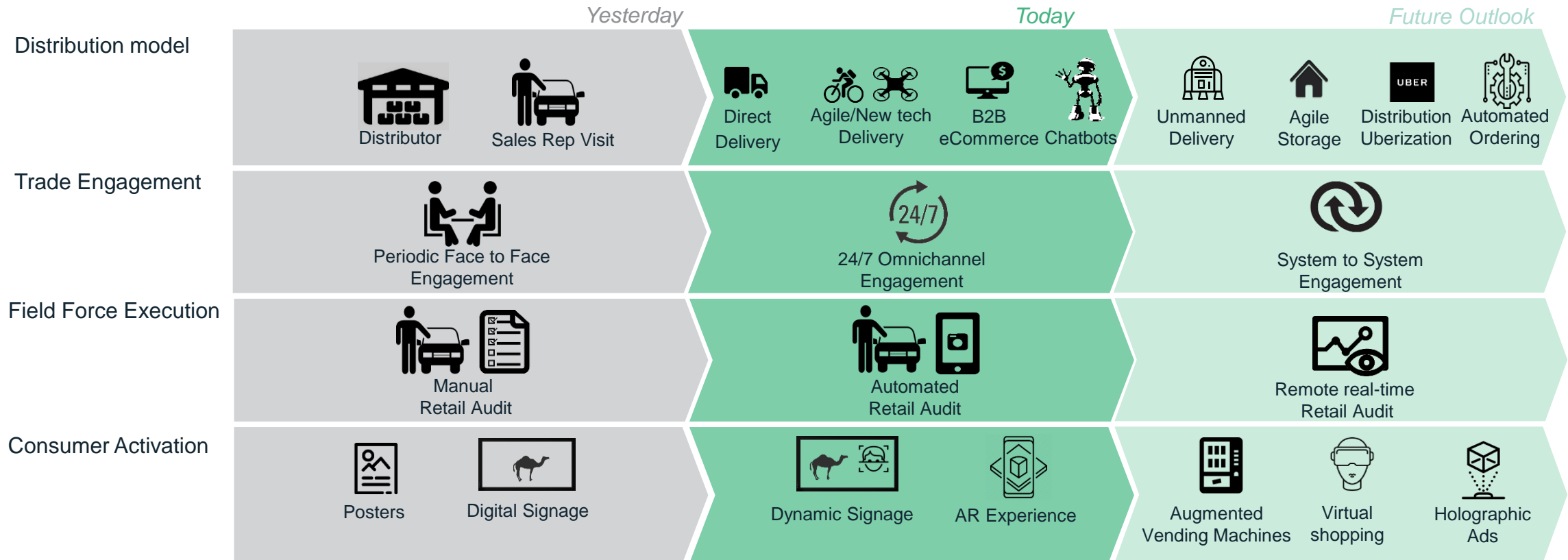
Glamour

SOBRANTE
LONDON

**SILK
CUT**

**AMERICAN
SPIRIT**

ROUTE TO CONSUMER DISRUPTION

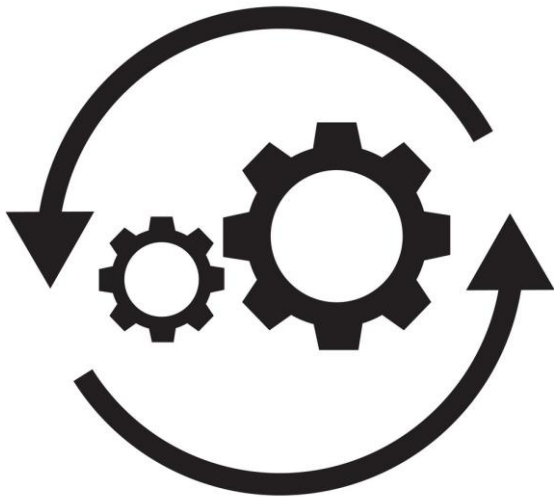


THE AI OPPORTUNITY



BETTY BOT DEVELOPMENT OBJECTIVES

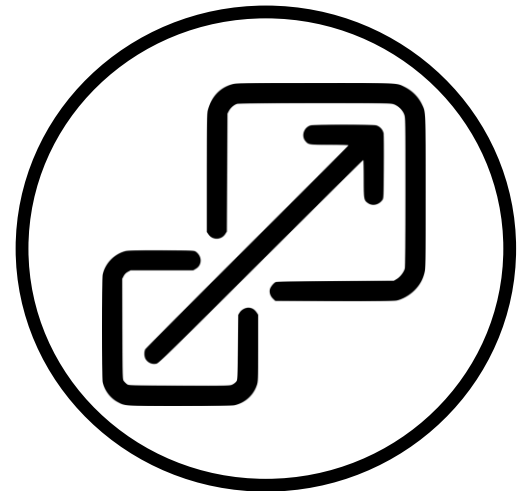
AUTOMATION



CONVENIENCE



SCALABILITY





Embarek Olivier
General-Guisan-Quai 38

HACER UN PEDIDO POR MARCA

 LIGGET DUCAT 2 Dias de stock restantes	 CAMEL 0 Dias de stock restantes	 MONTE CARLO 0 Dias de stock restantes
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o


**PEDIDO POR
UNA SEMANA**

Just now

¿Tienes alguna duda? Pregúntame!

BETTY BOT AT A GLANCE

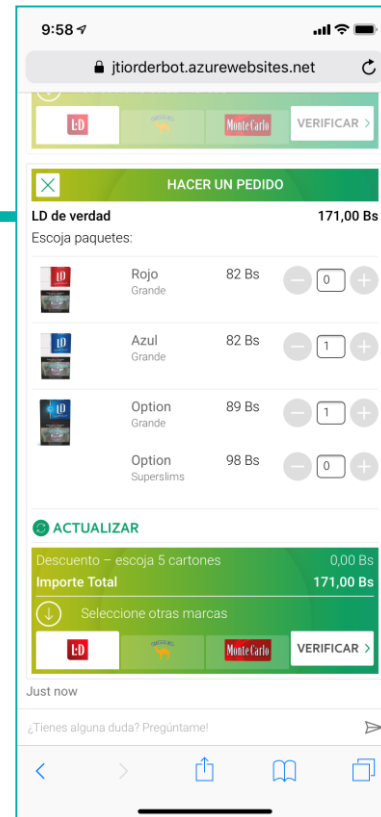
The retailer receives an SMS prompting to click the link to order JTI products



The retailer pushes the link, opening a webchat internet page



The retailer selects a brand and the number of skus he desires to order



A summary of the order is displayed when verifying the purchasing cart

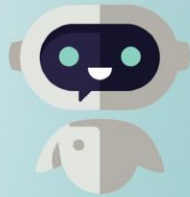


When the order is accepted, an sms is received with the invoice. The order is delivered*



ENCOURAGING RESULTS FOR BETTY BOT

EFFICIENCY RESULTS OF BETTY BOT



- Fast and convenient tool with 24 hr customer service.
- Retailer data, order history and pricing.
- Order suggestion based on customer history.
- Out of stock prevention.

Pilot 2nd wave results



+18%
VOLUME

+25%
ORDERS



+5%
#OF SKUs



WHAT'S NEXT FOR BETTY BOT?



QUESTIONS?

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