

# The State of GenAI x Commerce

A Future Commerce Insights  
Report in partnership with:



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# What's happening with AI in commerce today?

While many a think piece has focused on the hypotheticals around and implications of our collective AI future, this is the question we (and our audience) have been most interested in answering. So we embarked on a study to benchmark AI attitudes and behaviors of the commerce community at this particular moment in time — to record the “where were you when” of the artificial-intelligence-as-household-name tipping point.

Our kids are using ChatGPT for homework. Our parents are using voice assistants to manage their schedules. Our cultural institutions are extolling the genius of AI-generated works of art. In the midst of all this trial and error, companies are seeking signals to determine the “right” roles, responsibilities and rules of engagement for generative AI — both for internal operations and end-user experiences.

The tools we have access to today are of course light-years ahead of where they were last year but still only scratch the surface of what's on the horizon. Experimentation is human nature; our quest for self-actualization will undoubtedly reveal applications for AI in professional contexts across every industry that we can't even fathom yet. As adoption grows, minds will expand, best practices will emerge and new ways of doing business will be unlocked.

## **Cultural norms are evolving, and commerce is evolving along with it.**

But for now, we consider the current feelings around, and landscape of, AI in commerce today. We hope our findings inspire your team to embrace the journey as we collectively explore the power of generative AI.

— Future Commerce

Each quarter, Future Commerce conducts primary research with our engaged audience of commerce and retail professionals to get a better understanding of the forces shaping and transforming our industry.

For the July 2023 installment, The State of GenAI x Commerce, an online survey was conducted with **more than 300 eCommerce professionals** — a mix of Future Commerce subscribers and listeners with expertise across eCommerce functions — to understand:

- Shifting Attitudes Towards Generative AI
- Current Usage of GenAI in the Workplace
- Benefits and Challenges of Leveraging GenAI Solutions
- Professional Outlook as a Function of GenAI Adoption

**Insights in this report are informed by our findings.**

# The Topline: Four Key Themes

## 01 EMBRACE

Despite being AI newbies, we are embracing what's possible vs. harboring skepticism.

## 02 OMNIPRESENCE

GenAI is omnipresent, and growing, within the halls of eCommerce.

## 03 UTILITY

Behind the scenes efficiency is prioritized over end-user experience; content creation is the gateway.

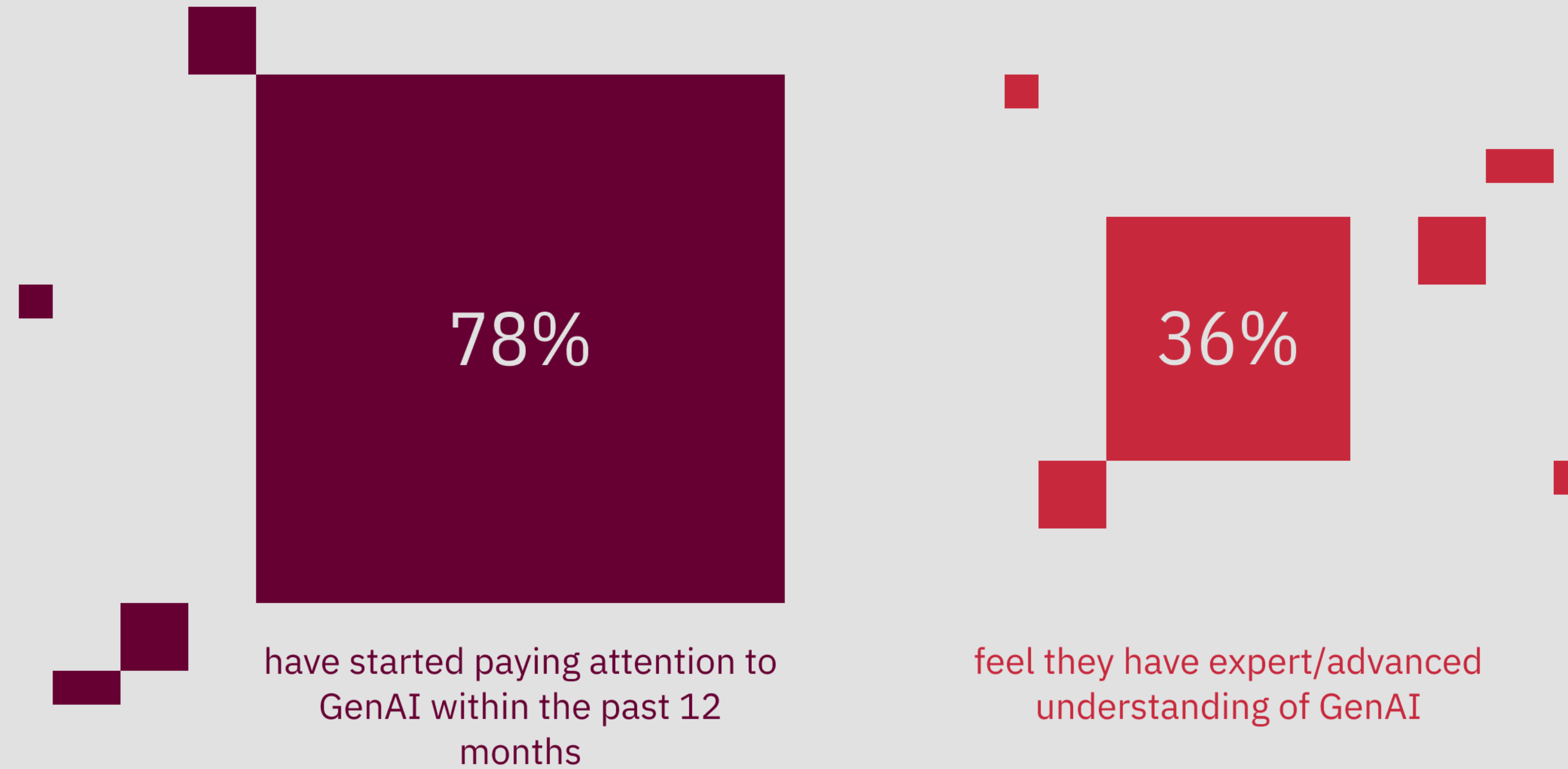
## 04 OPTIMISM

We are optimistic about our professional futures; perceived benefits outweigh drawbacks.

# 01 EMBRACE

While considering this nascent and rapidly-evolving technology, eCommerce pros are **more inclined to embrace what's possible** than to harbor deep skepticism about AI.

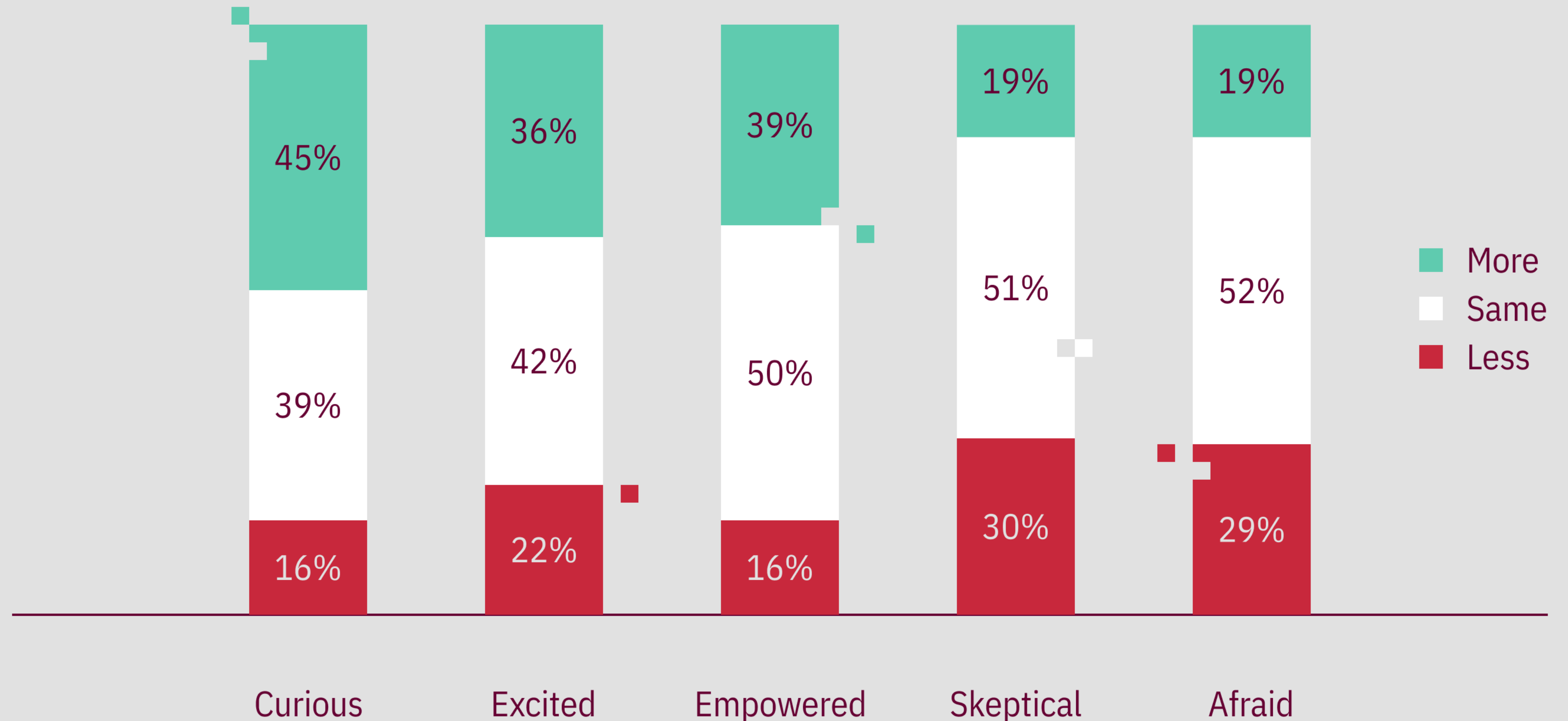
# New Area of Interest, Limited Understanding



# Mindset of Curiosity > Concern

Tension between favorability and fear has waned; operators simultaneously feel more curious, excited and empowered AND less skeptical or afraid.

### Change in Attitude Towards AI vs. Last Year





# Enhanced Accessibility Levels the Playing Field

55%

agree GenAI tools have become more accessible within the past year

“Accessing AI to assist with process removes points of friction ... AI helps me accomplish things I’m not educated on, or skilled in.”

— Future Commerce subscriber

# 02

# OMNIPRESENCE

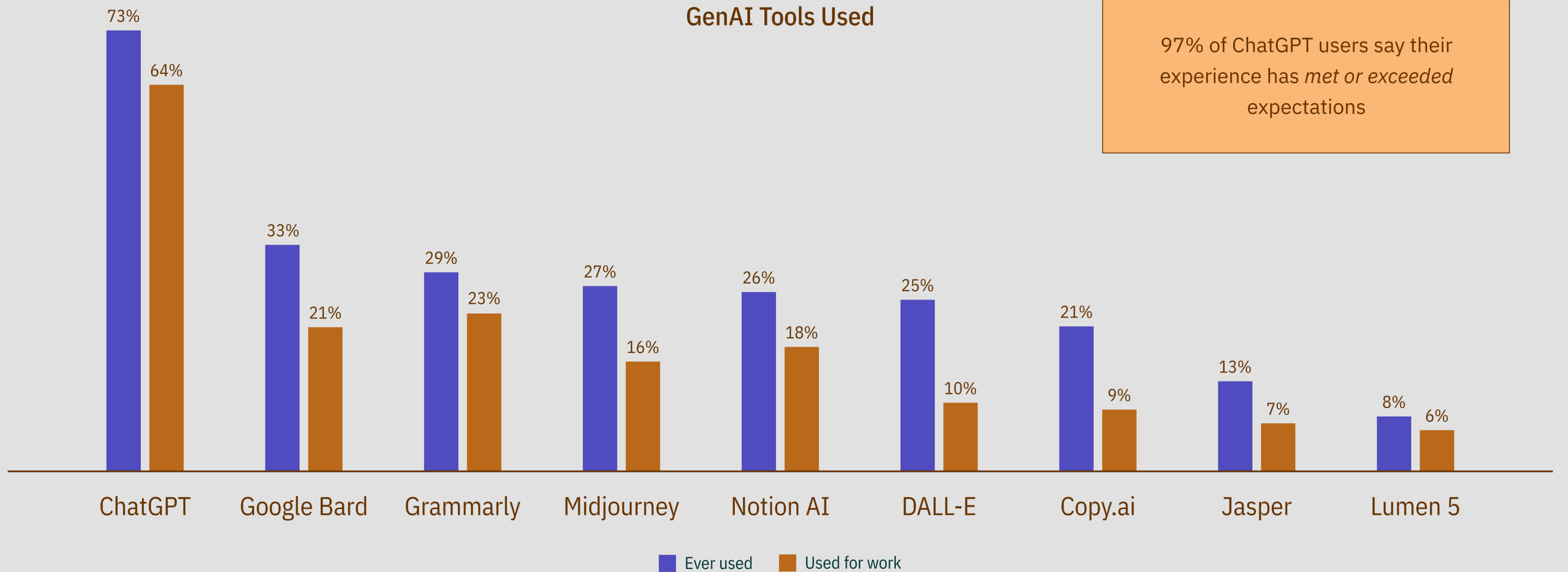
GenAI is **omnipresent and growing** within the halls of eCommerce — whether authorized by leadership or adopted by resourceful independent contributors.

91%

have used GenAI tools  
to assist with work tasks

# For Now, ChatGPT IS GenAI

As the go-to tool for personal and professional use, ChatGPT is setting expectations for interface and outcomes.



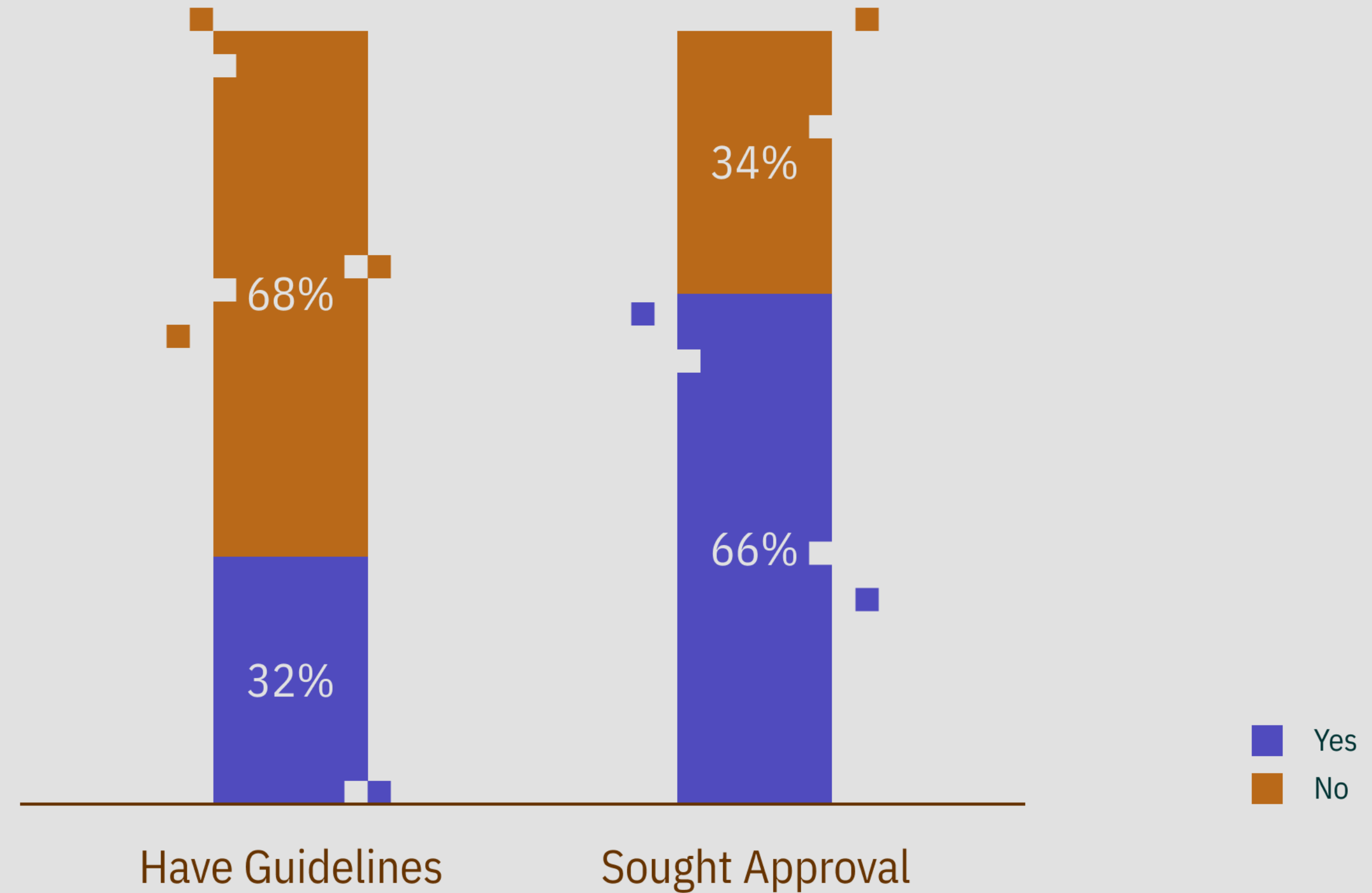
# Employees are Shouldering Responsibility for Using AI

While only 1 in 3 have clear guidelines around using AI for work, **2 in 3 have sought approval** to leverage AI for day-to-day tasks.

“We have a monthly stipend for employees to use on new AI tools... ones with successful outcomes get added company-wide.”

— Future Commerce subscriber

### Company Protocols



# Experimentation Fuels Investment

65%

expect their GenAI budgets to  
increase over next 6 months

# 03

# UTILITY

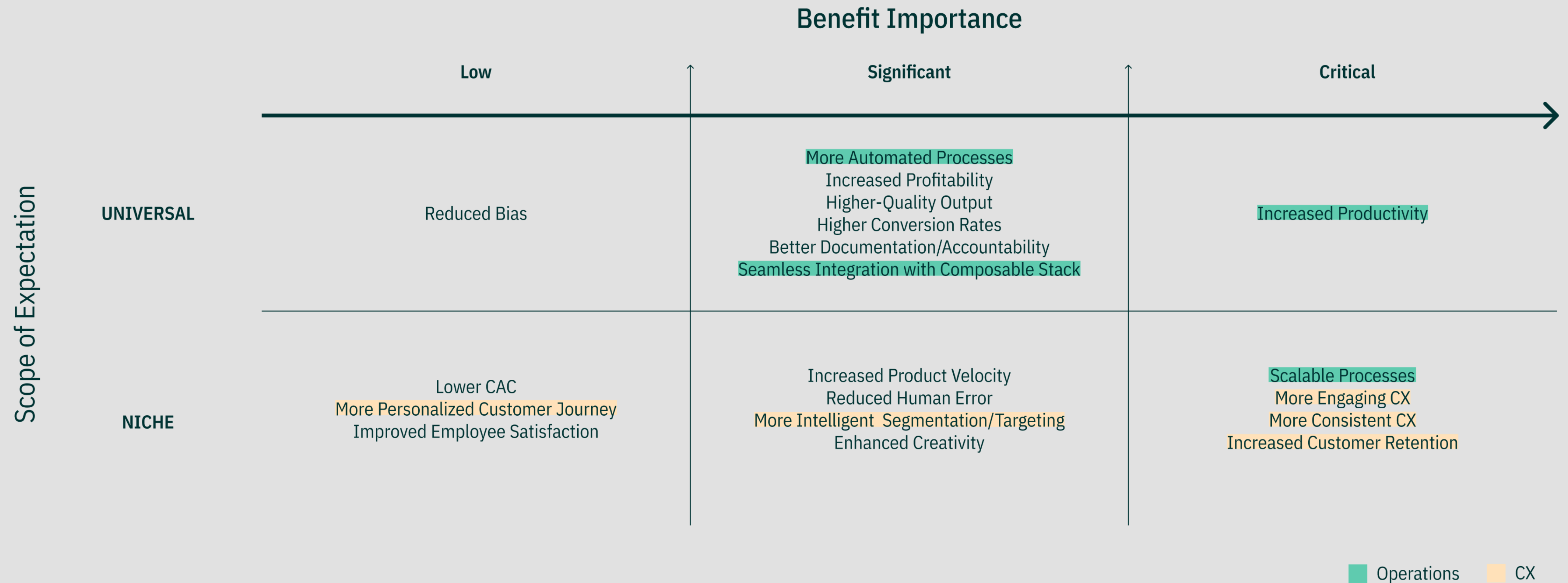
**Efficient, internal processes are prioritized**

over end-user, customer experiences; supporting content creation efforts is seen as a gateway to productivity.

# Increased Productivity is the #1 Goal

Leveraging GenAI is primarily seen as a means to create operational efficiencies and reduce busywork — the primary benefit cited by most eCommerce pros.

- CX oriented benefits tend to be less global in focus and/or lower priority.





Thanks to GenAI, Less is More

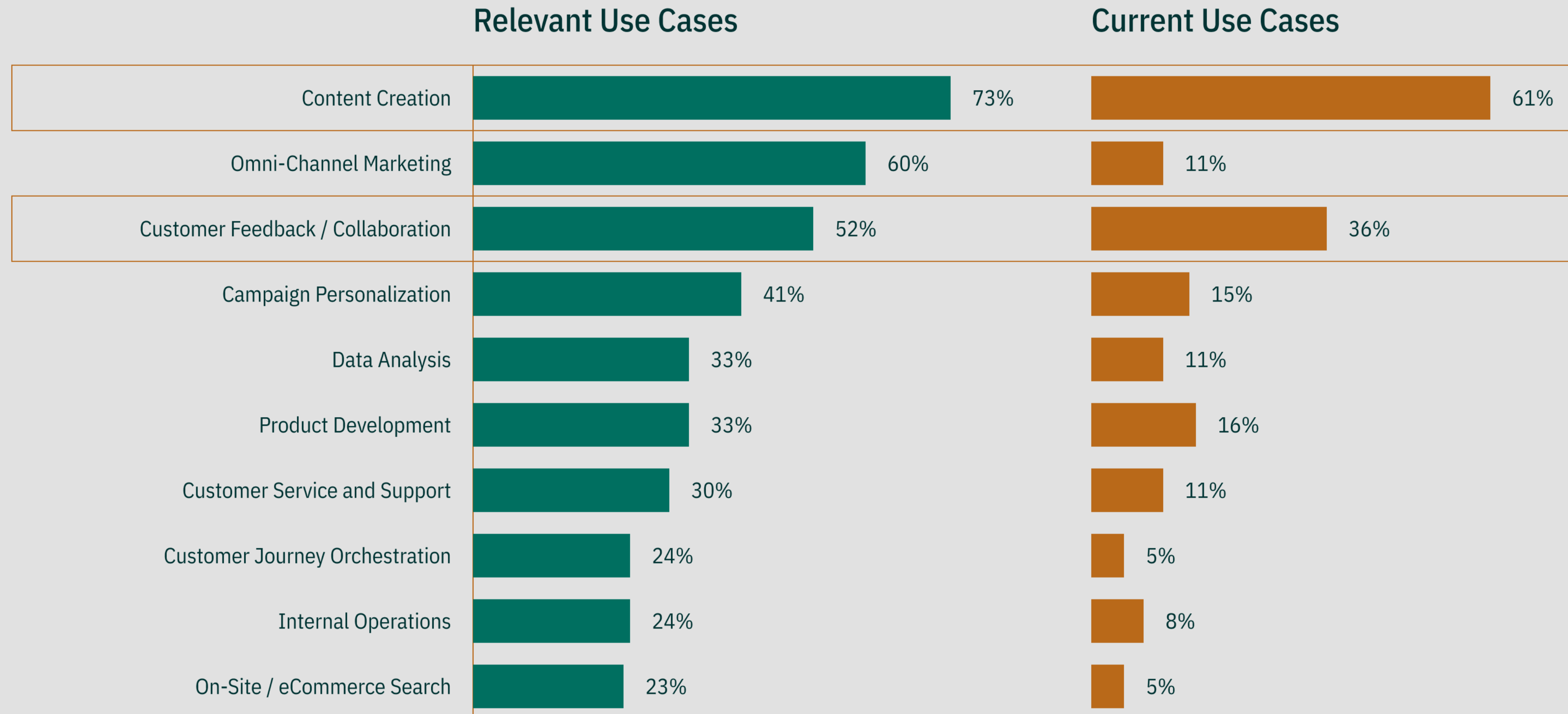
**3 in 5**

report seeing  
measurable increase in  
productivity as a result  
of leveraging AI  
solutions

# Assisted Content Creation is Primary Use Case

While the myriad relevant use cases is acknowledged, the majority have only begun to leverage AI in support of content creation efforts.

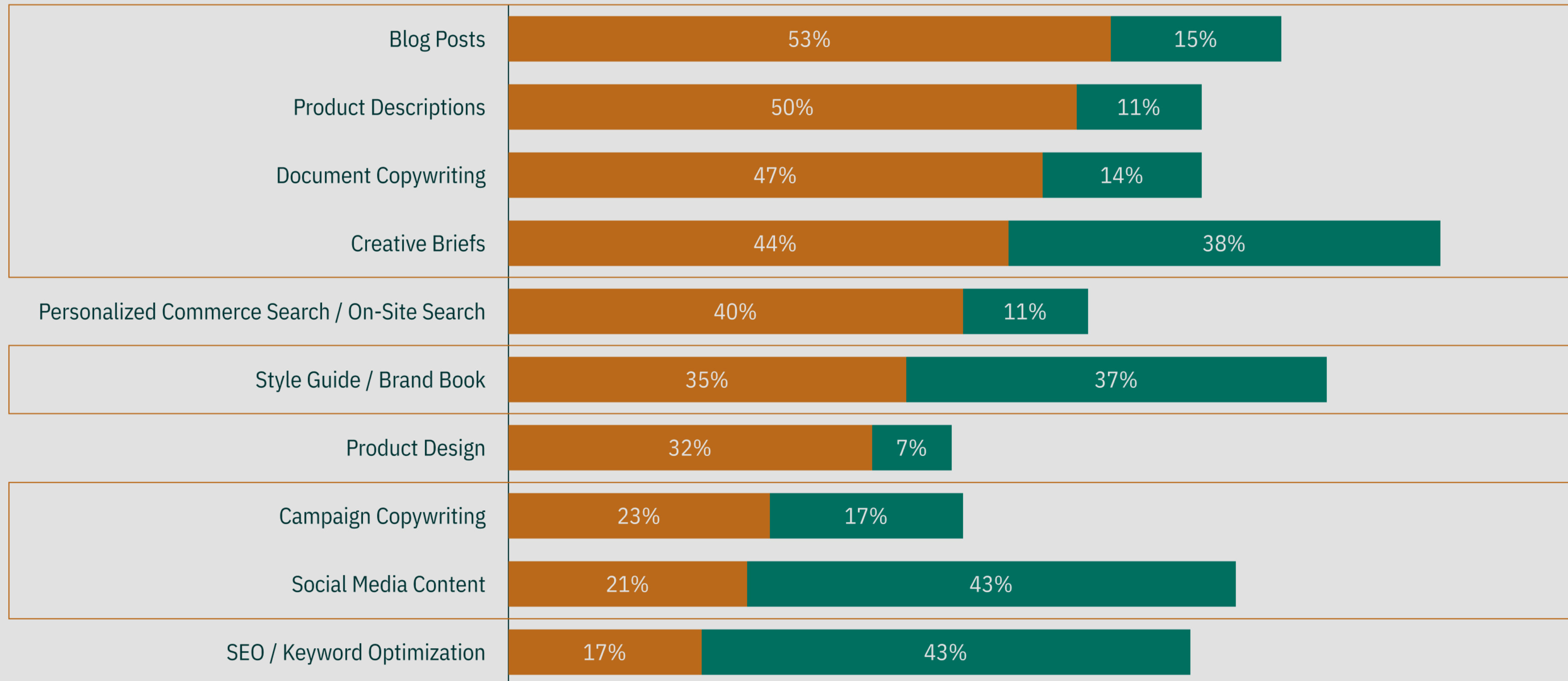
- Looking ahead, AI-fueled customer experiences will become more commonplace, with 3 in 4 expecting to integrate within the next 6 months.



# The Endless Appetite for (Better) Copy

7 of the top 10 most common uses of GenAI tools are related to written content and marketing assets, with significant uptake intended within the next 6 months.

### Top 10 Applications of GenAI for eCommerce



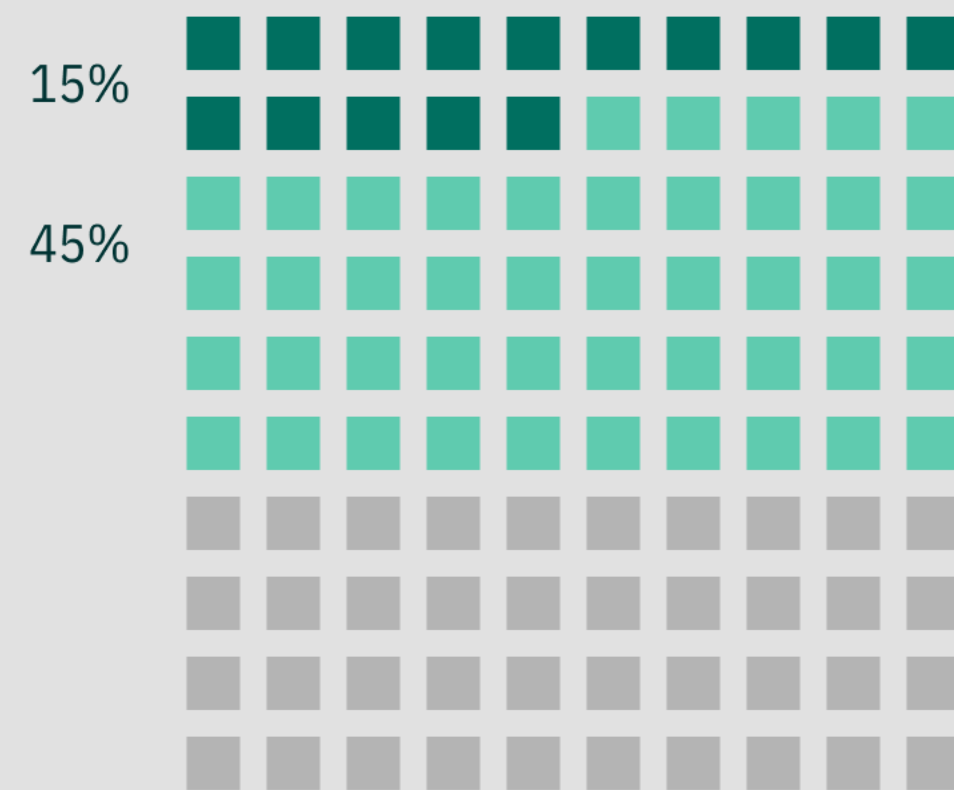
80% of those using GenAI to create written documentation are satisfied with output.

Actively Using Planned for Next 6 Months

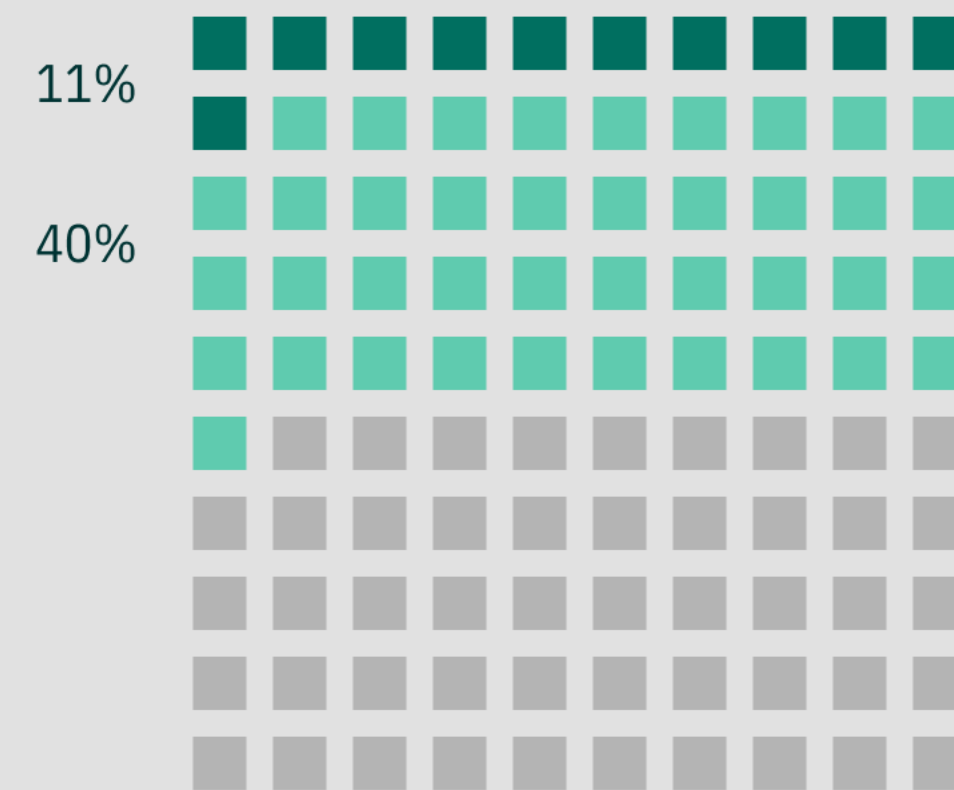
# More AI-Driven Customer Experiences are On Deck

When it comes to end-user touch points, between four and five times as many eCommerce pros expect to start using AI for chat/chatbots, imagery/visuals and conversational interfaces in the coming months vs. number currently using today.

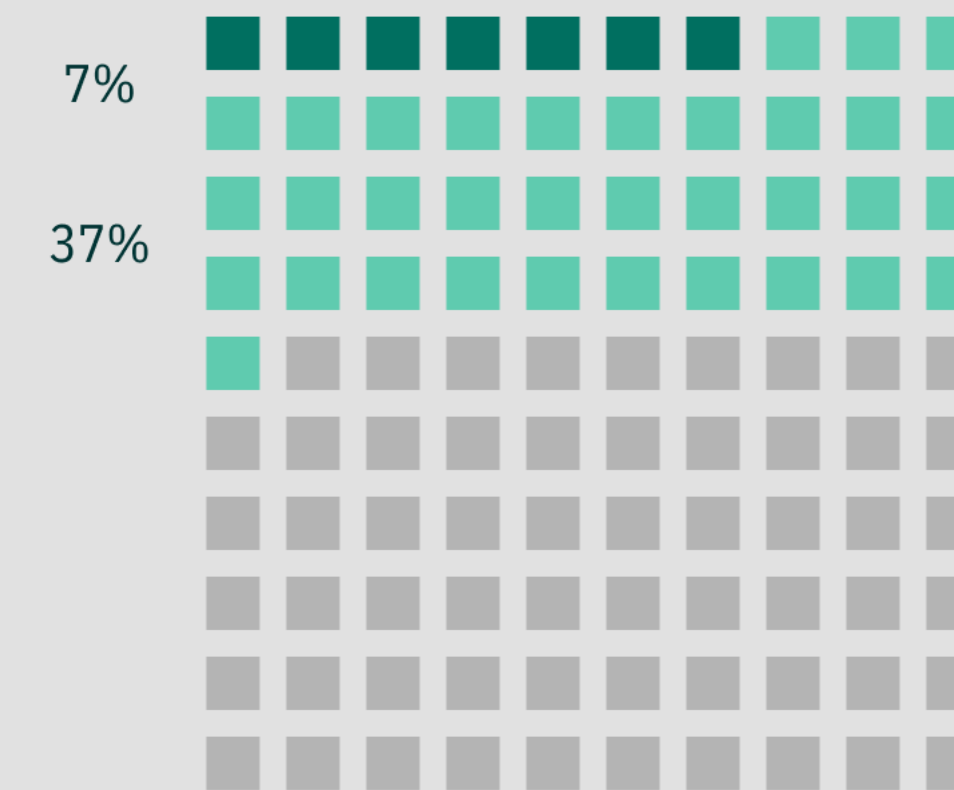
## Adoption of AI for Customer Experience



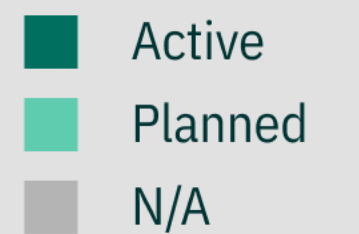
Chat / Chatbots for Service and Support



Product Images / Brand Visuals



Conversational User Interfaces



# AI Supported CX is Seen as Mutually Beneficial

64%

of DTC leaders agree AI will elevate customer experiences AND deliver a competitive advantage.

“Every day we’re not optimizing our processes, we’re losing ground to the competition.”

— Future Commerce subscriber

# 04

# OPTIMISM

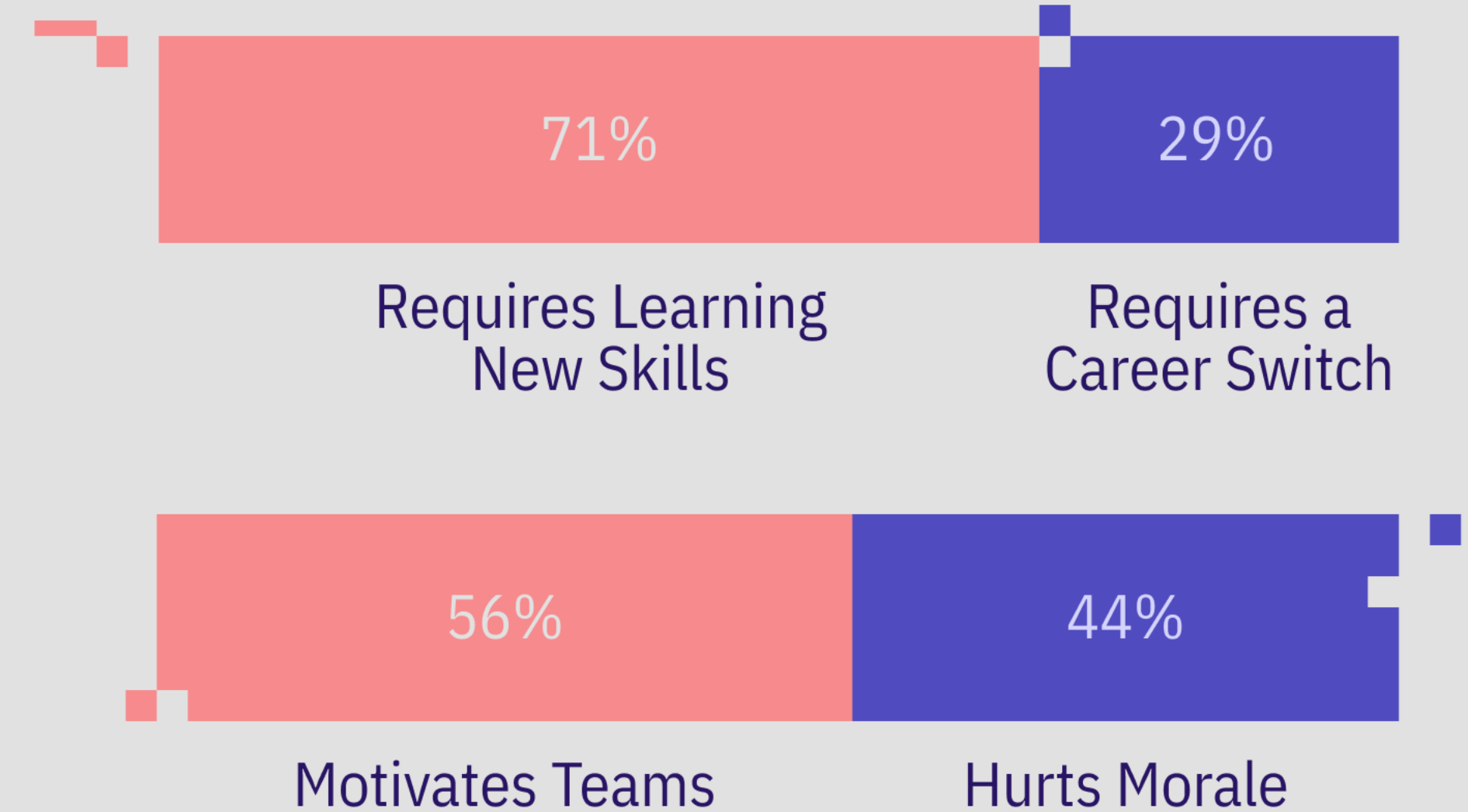
People are generally **optimistic** about their professional futures; the **benefits of AI experimentation outweigh the potential drawbacks.**

# Rapid Rise of GenAI Inspires Reskilling and Realignment

# 3 of 4

**companies have explicitly hired to ensure successful AI integration and deployment**

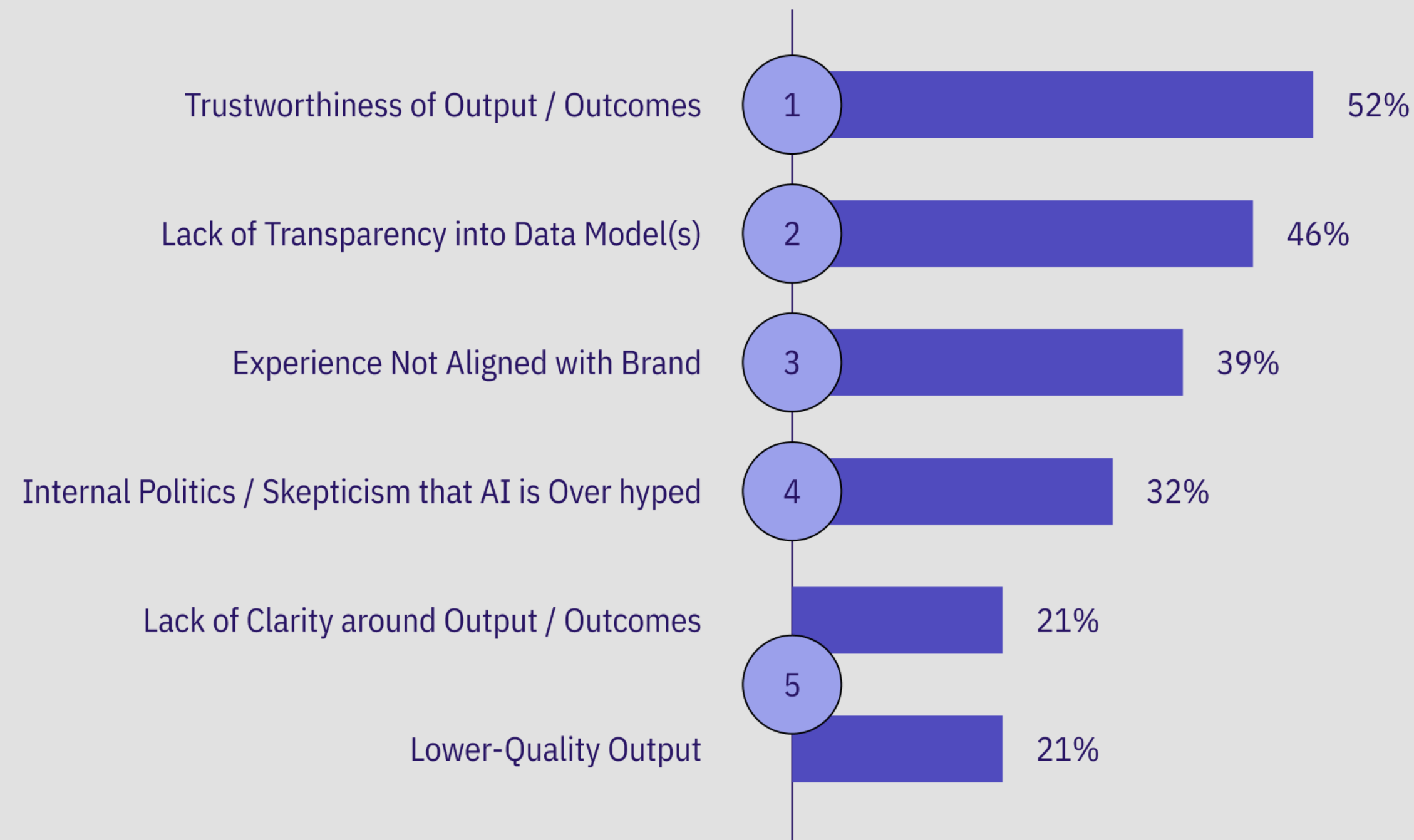
Impact of AI on Job



# Lack of Trust in Output is #1 Roadblock to Comfort with AI

In citing barriers to adoption, users are more focused on the opacity of “it” — the training data and outcomes — than on the *people* using and consuming the output.

## Top 5 Barriers to GenAI Adoption



“I’m finally coming around to trust that AI is a tool to help me, not replace my expertise.”

— Future Commerce subscriber



# Professional Development will Alleviate AI Anxiety

55%

feel smart companies are actively training teams for AI competency

“When given the opportunity, employees will learn how to use AI to their advantage and work — and it will be empowering.”

— Future Commerce subscriber

“With time, there will be more information for AI to pull from, which will make the outcomes more robust and analyses more thought-provoking...but for the near future, we will always need humans to decipher and refine what AI can generate.”

– Future Commerce subscriber

# Implications for the Realities of Today

■ People are less wary of AI than you may think, but they are not ready to identify as experts. **Help build confidence with clear messaging, practical case studies and opportunities for hands-on training.**

→ ■ Assume your team is using AI — likely a mix of company-provided platform native solutions and open access tools. **Encourage experimentation and incentivize transparency** — as your collective knowledge-base grows, so will productivity.

→ ■ Although companies are testing the AI waters on internal tasks and process, where human staffers on the hook for accurate and on-brand outcomes, comfort putting AI content and experiences directly in front of end-users is on the rise. **Now is the time to establish rules of engagement and systems to harness efficiency while minimizing risk.**

→ ■ Access to GenAI is the biggest workplace innovation since the iPhone overtook the Blackberry. People are excited to learn something new collectively and collaboratively — for some, it may even unlock new career paths. **Lean into purpose-built solutions that maximize the potential of your people.**

# Find Out More from Our Partners



Bloomreach personalizes the e-commerce experience. It unifies real-time customer and product data so businesses understand what customers really want. By connecting that understanding to every channel, the e-commerce experience becomes limitless — continuously reflecting a changing customer as they shop. With the scale of AI, this creates endless new paths to purchase, greater profitability, and fast business growth.

Bloomreach products include: Engagement, a marketing automation platform; Discovery, an e-commerce search solution; and Content, a headless content management system. The company has more than 30 AI patents and serves 850+ global brands including: Albertsons, Bosch, Puma, and Marks & Spencer. Visit [www.bloomreach.com](http://www.bloomreach.com) for more information.



Shopware, founded in Schöppingen in 2000, offers a holistic omnichannel digital commerce platform for sophisticated mid-market and lower enterprise merchants, with high flexibility and various options for B2C, D2C, B2B, as well as service-based use cases. Shopware is well-positioned and one of the market leaders in its segment, especially in the DACH region, with a fast-growing business in North America.

The solution is headless, API-first, and uses an open source architecture, allowing merchants to individually customize and scale the product offering, creating a strong customer experience. Furthermore, Shopware relies on a global network of 1,600 sales, technology and solution partners, securing a stable ecosystem. Shopware merchants currently process a combined GMV of more than \$20 billion across the global Shopware platform. Visit [www.shopware.com](http://www.shopware.com) for more information.



Stripe is a financial infrastructure platform for businesses. Millions of companies—from the world's largest enterprises to the most ambitious startups—use Stripe to accept payments, grow their revenue, and accelerate new business opportunities. Headquartered in San Francisco and Dublin, the company aims to increase the GDP of the internet. Visit [www.stripe.com](http://www.stripe.com) for more information.

# About Our Respondents

300+ Future Commerce newsletter subscribers, podcast listeners and Advisory panelists

US-Based (88%)

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Mid Career Professionals: Average Age 37

+ 1 in 3 are C-Suite/Leadership, Half are Director+

+ Primary Decision-Maker/Stakeholder on Innovation Decisions (87%)

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Areas of Expertise: Digital Marketing and Strategy, CX, CRM and Technology/UX

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From a Mix of Company Type and Size:

+ DTC, B2B, Wholesale, SaaS and Agency Operators

+ SMB (<%10M) through Enterprise (\$100M+)

