

Carrefour to be one of the first retailers to explore ChatGPT and generative AI use cases

What is it?

In February 2023, French retailer Carrefour released its first ever video made with ChatGPT and generative AI.

Why does this matter?

ChatGPT is a computer program that can understand and generate human-like text. Carrefour has been experimenting with different digital activities to drive its 'data-centric, digital-first' transformation strategy until 2026.

Strategic implications:

A big potential for other retailers to tap this advanced technology (GPT-powered chatbots) to offer a personalised shopping experience and enhance the customer relationship.

STEPIC drivers/Winning Strategies:

AI to power the next stage of autonomous retail



"For us, artificial intelligence is very concrete: personalisation of purchases, optimisation of assortments, reduction of waste... We are exploring the different uses at the service of our customers."

"So, of course, our data and innovation teams are currently working on the use cases of ChatGPT and generative AI in general. We explore them always keeping our customers as a compass and how to better serve them. To be continued..."

Elodie Perthuisot, Chief Ecommerce, Digital Transformation and Data Officer & EXCOM member, Carrefour

