# AI Guide for Retail and Ecommerce

Turn catalog data into richer content, faster support, and demand insights that lift conversion.

## Executive summary

Operational playbook for merchandising, CX, and growth teams.

### Highlights

- Catalog and content automation workflows.

- Service playbooks for peak season support.

- Demand and inventory signal scorecards.

# Executive summary

Turn catalog data into richer content, faster support, and demand insights that lift conversion. Operational playbook for merchandising, CX, and growth teams.

Built for Merchandising, CX, and digital commerce leaders, this guide turns AI strategy into an operating plan with clear owners, data inputs, and weekly checkpoints.

Use the scorecards to prioritize use cases, then follow the roadmap to reach production with predictable quality and risk controls.

## What you will learn

- Catalog and content automation workflows.

- Service playbooks for peak season support.

- Demand and inventory signal scorecards.

## Audience

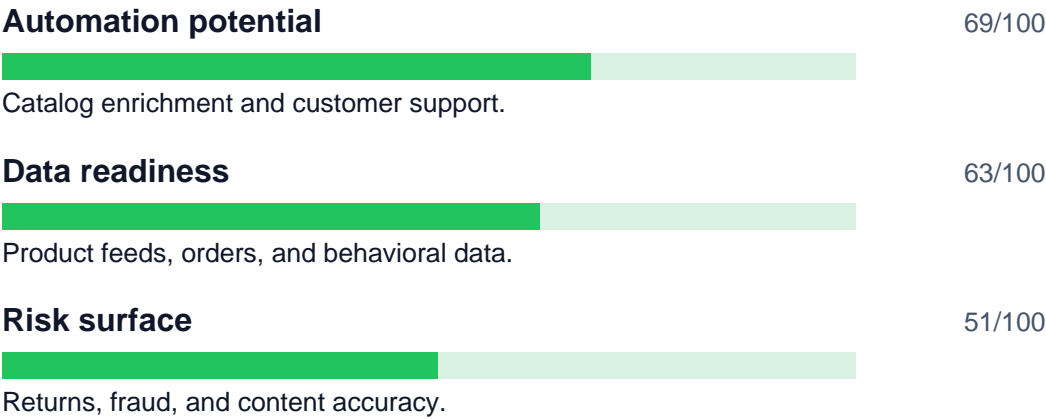Merchandising, CX, and digital commerce leaders.

## Guide details

Format: PDF guide
Pages: 20
Updated: 2024-09-28

# Scorecards

Scores combine impact potential, data readiness, and risk considerations to help prioritize the right starting points.

**Automation potential**                                        69/100

Catalog enrichment and customer support.

**Data readiness**                                              63/100

Product feeds, orders, and behavioral data.

**Risk surface**                                                51/100

Returns, fraud, and content accuracy.

# Readiness assessment

Readiness scores reflect the strength of current data signals, documentation quality, and review coverage.

| | |
|---|---|
| Catalog data quality | **68%** |
| Customer profile unification | **58%** |
| Inventory signal quality | **55%** |
| Fraud monitoring coverage | **48%** |

# Use case breakdown

Use case scores balance expected value with implementation effort. Start with the top two use cases for a fast proof of value.

| Product content | 76% |
| Customer service | 68% |
| Demand forecasting | 55% |
| Fraud and returns | 46% |

# Value mix

Value mix shows how the AI portfolio contributes across efficiency, growth, and risk reduction.

■ Efficiency (45%)
■ Revenue (35%)
■ Risk (20%)

# Implementation roadmap

Each phase includes scope definition, quality review loops, and stakeholder check-ins to keep momentum high.

**Phase 1 - Content**

Weeks 1-3

Enrich top SKUs with AI-assisted copy and QA checks.

**Phase 2 - Service**

Weeks 4-6

Deploy service macros and escalation workflows for CX.

**Phase 3 - Insights**

Weeks 7-10

Layer demand signals and merchandising recommendations.

# Focus area: Catalog and content automation workflows.

Catalog and content automation workflows. is a near-term lever because it improves speed and consistency without disrupting core workflows.

The goal is to define a narrow workflow, assemble clean inputs, and confirm quality with a weekly evaluation loop.

## Signals to track

- Cycle time reduction versus baseline process

- Output quality score from human review

- Escalation volume and root cause trends

- Stakeholder satisfaction and adoption rate

## Owner checklist

- Define a single source of truth for inputs

- Agree on approval thresholds and fallback steps

- Instrument feedback into weekly review cadence

- Document communication plan for impacted teams

# Execution checklist: Catalog and content automation work

Use this checklist to convert the focus area into an operational pilot with quality gates and stakeholder alignment.

- Map the workflow and identify high-volume steps.

- Inventory data sources and define ownership.

- Write prompt templates with escalation rules.

- Run a two-week QA cycle with reviewers.

- Document exceptions and build resolution playbooks.

- Roll out to a broader team with training notes.

- Track KPI impact and share weekly insights.

# Focus area: Service playbooks for peak season support.

Service playbooks for peak season support. is a near-term lever because it improves speed and consistency without disrupting core workflows.

The goal is to define a narrow workflow, assemble clean inputs, and confirm quality with a weekly evaluation loop.

## Signals to track

- Cycle time reduction versus baseline process

- Output quality score from human review

- Escalation volume and root cause trends

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# Focus area: Demand and inventory signal scorecards.

Demand and inventory signal scorecards. is a near-term lever because it improves speed and consistency without disrupting core workflows.

The goal is to define a narrow workflow, assemble clean inputs, and confirm quality with a weekly evaluation loop.

## Signals to track

- Cycle time reduction versus baseline process

- Output quality score from human review

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# Guide sections

This section outlines the core frameworks, assets, and decision points needed to move from strategy to execution.

- Catalog enrichment workflow map.

- Service playbooks for seasonal surge management.

- Demand signal and inventory planning checklist.

# Guide sections assets

Each asset is designed to reduce ambiguity, align stakeholders, and accelerate pilot delivery.

- Catalog enrichment workflow map. with owner assignment and review cadence.

- Service playbooks for seasonal surge management. with owner assignment and review cadence.

- Demand signal and inventory planning checklist. with owner assignment and review cadence.

# Included assets

This section outlines the core frameworks, assets, and decision points needed to move from strategy to execution.

- Content QA scorecard for PDP copy.

- CX response library with escalation rules.

- Forecasting KPI tracker for merch teams.

# Included assets assets

Each asset is designed to reduce ambiguity, align stakeholders, and accelerate pilot delivery.

- Content QA scorecard for PDP copy. with owner assignment and review cadence.

- CX response library with escalation rules. with owner assignment and review cadence.

- Forecasting KPI tracker for merch teams. with owner assignment and review cadence.

# Use case: Product content

This use case scores 76/100 for impact based on value, feasibility, and readiness.

## Workflow outline

- Confirm the trigger event and target outcome.

- Assemble required inputs and taxonomy.

- Draft initial prompts and review rubric.

- Run a limited pilot with QA sampling.

- Document handoffs and escalation paths.

## Success metrics

- Time saved per workflow

- Quality rating from reviewers

- Customer satisfaction delta

- Adoption rate by team

# Use case: Customer service

This use case scores 68/100 for impact based on value, feasibility, and readiness.

## Workflow outline

- Confirm the trigger event and target outcome.

- Assemble required inputs and taxonomy.

- Draft initial prompts and review rubric.

- Run a limited pilot with QA sampling.

- Document handoffs and escalation paths.

## Success metrics

- Time saved per workflow

- Quality rating from reviewers

- Customer satisfaction delta

- Adoption rate by team

# Ready to launch your AI pilot?

This guide is a starting point. Align stakeholders, finalize scope, and build a 90-day roadmap that delivers measurable outcomes.

## Next steps

- Schedule a 30-minute discovery call.

- Review your data readiness and workflow map.

- Launch a pilot with weekly quality reviews.

**Visit amirbrooks.com to get started.**