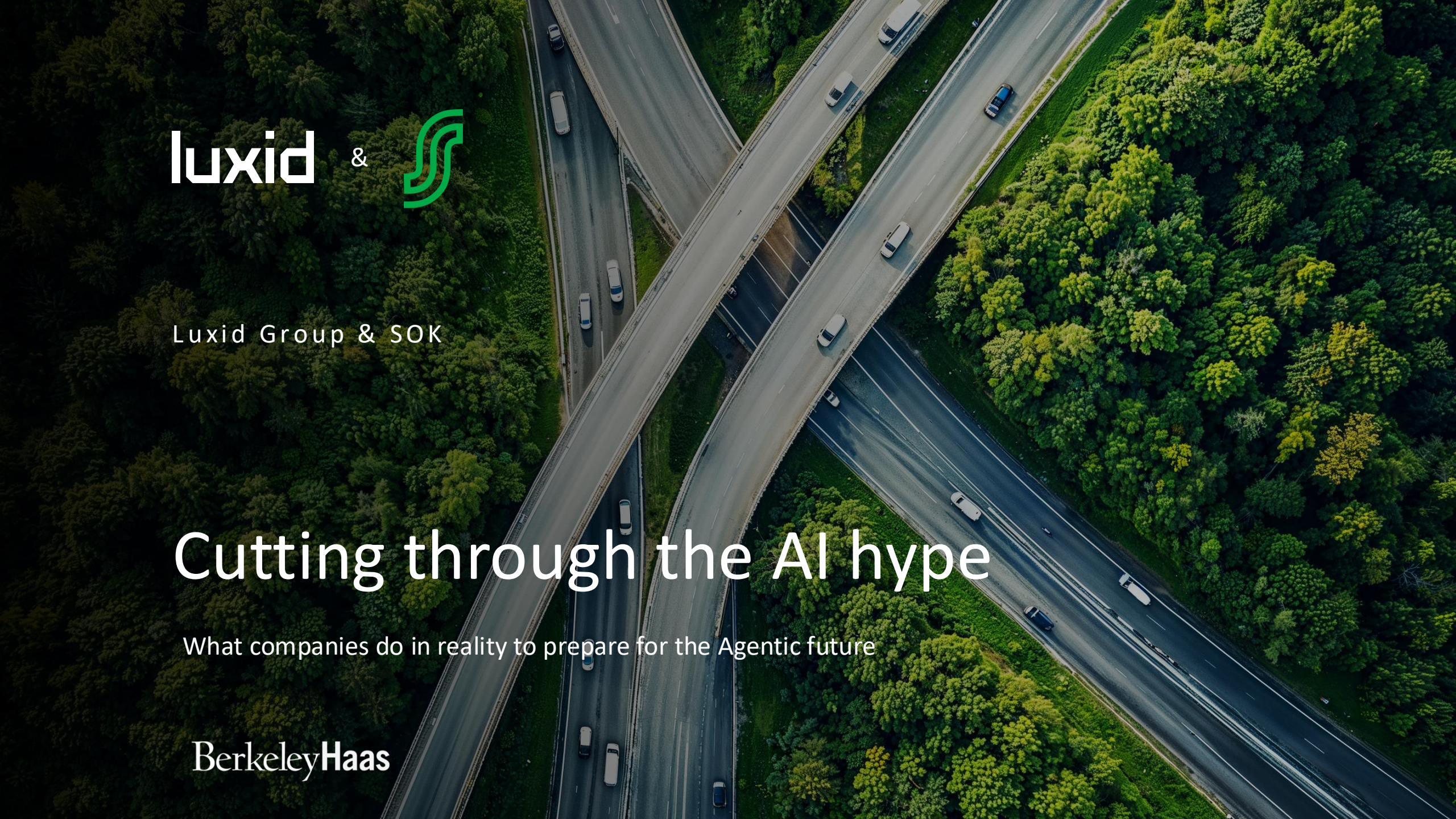


Luxid Group & SOK

Cutting through the AI hype

What companies do in reality to prepare for the Agentic future

BerkeleyHaas

LUXID GROUP – YOUR DIGITAL GROWTH PARTNER

5

Offices in 3 locations worldwide:
Finland, UK & USA

180+ tech, creative & marketing experts

aws · DELL Technologies · crocs · VISA

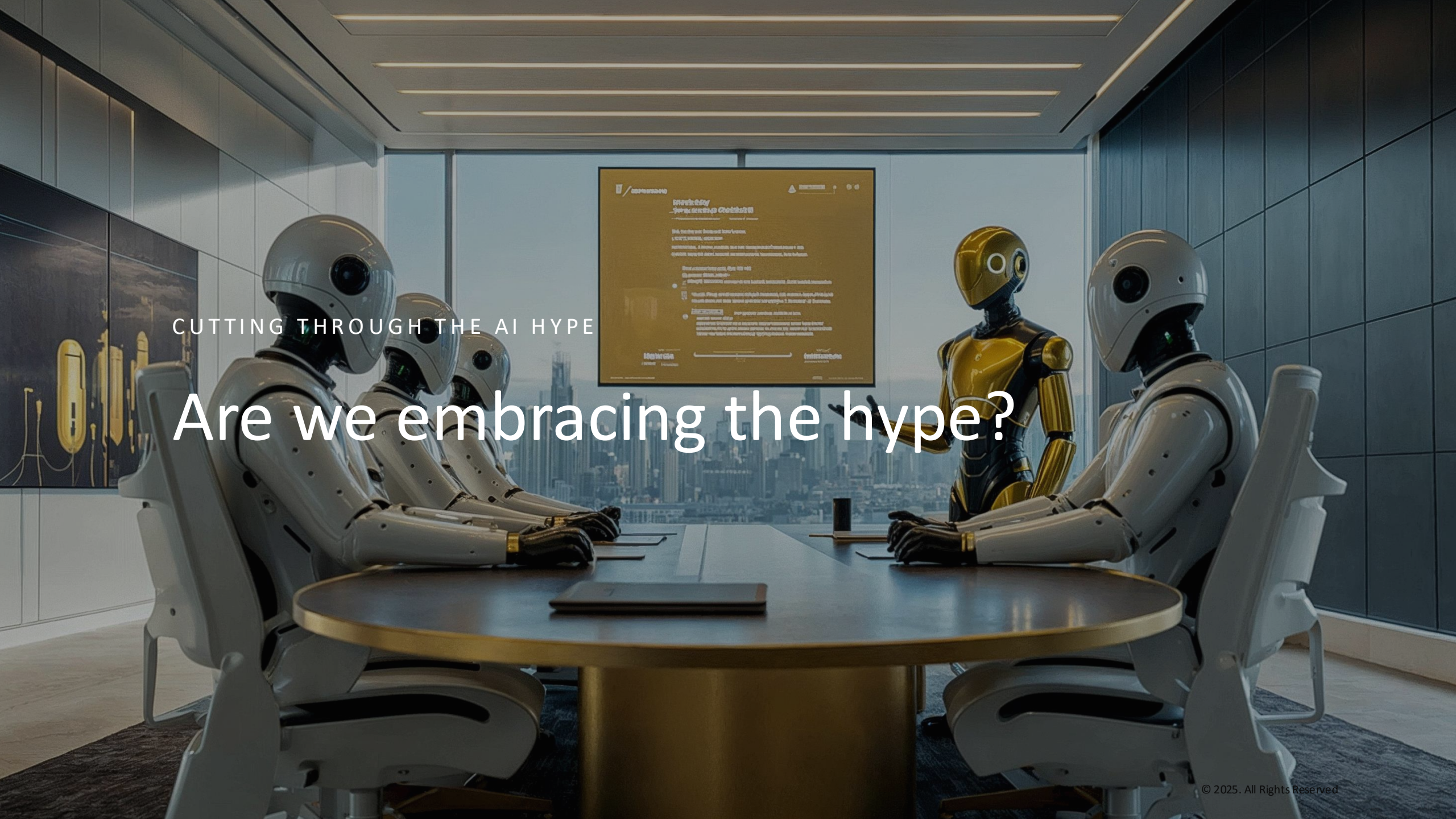
A selection of our customers

salesforce · Microsoft Dynamics 365 · Adobe Marketing Cloud · ORACLE eloqua · Marketo · braze

Our certified MarTech partnerships

- Creative excellence
- Digital marketing
- Sales & Martech
- Digital experiences
- Data & Performance

Our end-to-end offering



CUTTING THROUGH THE AI HYPE

Are we embracing the hype?

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CUTTING THROUGH THE AI HYPE

Our approach today

LUXID RESEARCH

With Berkeley Haas University of California

BerkeleyHaas

ForgeX.ai - a B2B analyst firm

FORGE X

FOUNDATION FOR AI

1. Data
2. Platforms
3. Process
4. People

PRACTICAL PILOT EXAMPLES

B2C: Case S-Group

B2B: Luxid clients

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CUTTING THROUGH THE AI HYPE

Key findings from the research by Berkeley

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Berkeley Haas university research focus

- Research on the adoption and role of AI in Globally operating B2B companies with EMEA & USA focus in the industrial & manufacturing business vertical
- In-depth qualitative interviews for enterprise businesses
- Quantitative survey including SME businesses
- Research still ongoing, final results released beginning of June 2025
- Initial high-level findings summarized in this presentation

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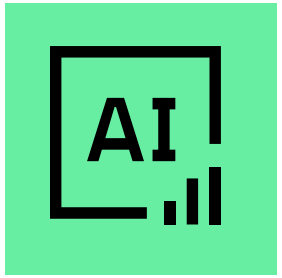
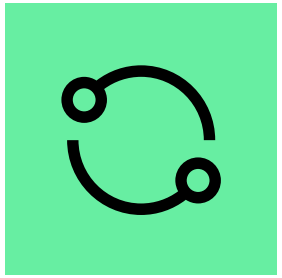
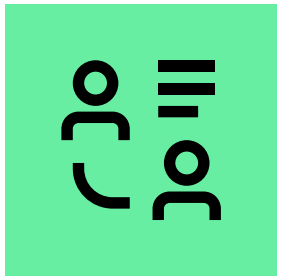
Key findings from the research by Berkeley University



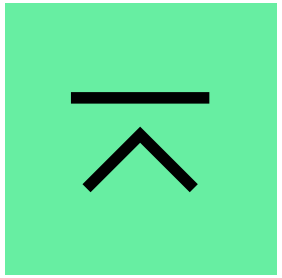
AI - Amplifier rather than differentiator
Competitive advantage still comes from quality of product (engineering excellence), CX & support & sustainability/supply chain



Adoption fragmented across life cycle
Pilots ongoing with isolated use-cases rather than deploying parts of a cohesive end-to-end AI infrastructure

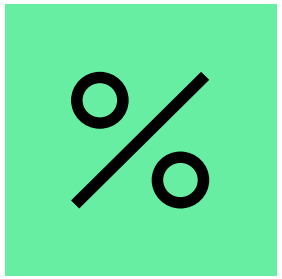


AI adoption held back by organization, not Technology
Technology already in place, held back by lack of internal alignment: ownership, training, siloed data



Data utilization: heavy on top-of-funnel
Adoption is concentrated on early-stage upstream marketing activities instead of existing customer related CX

AI is not taking our jobs - it fundamentally changes how teams operate
Prompt engineering, system integration, real-time performance tracking & cross-functional orchestration



Most AI pilots have resulted in solid ROI
35% -50% operational efficiency gains & 50%-70% time savings

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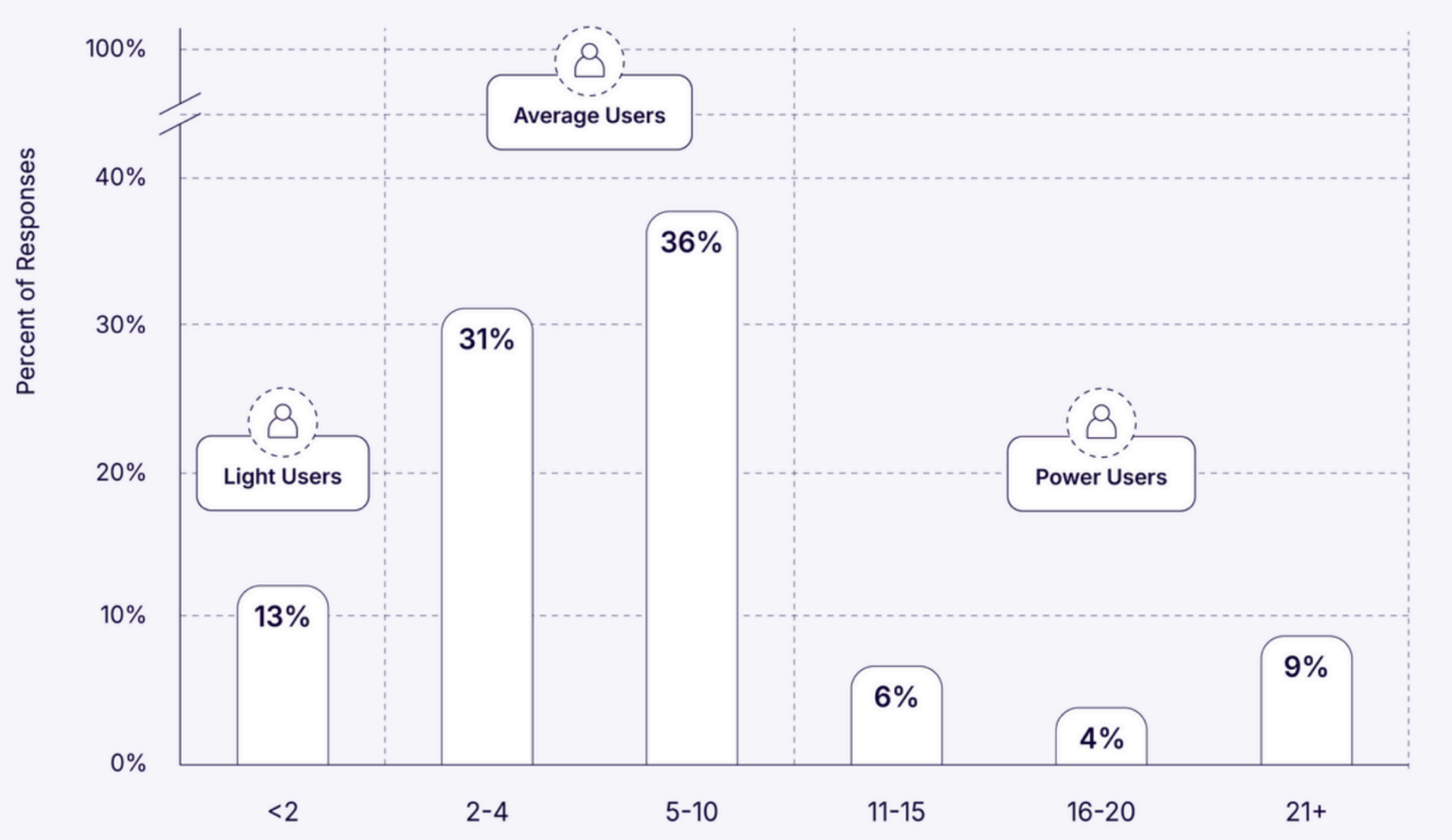
Weekly time spent using AI-enabled tools by B2B marketers



Source: ForgeX.ai report 04/2025:
https://research-hub.forgex.ai/the-ai-abm-inflection-point-report/items/the-aiabm-inflection-point-report

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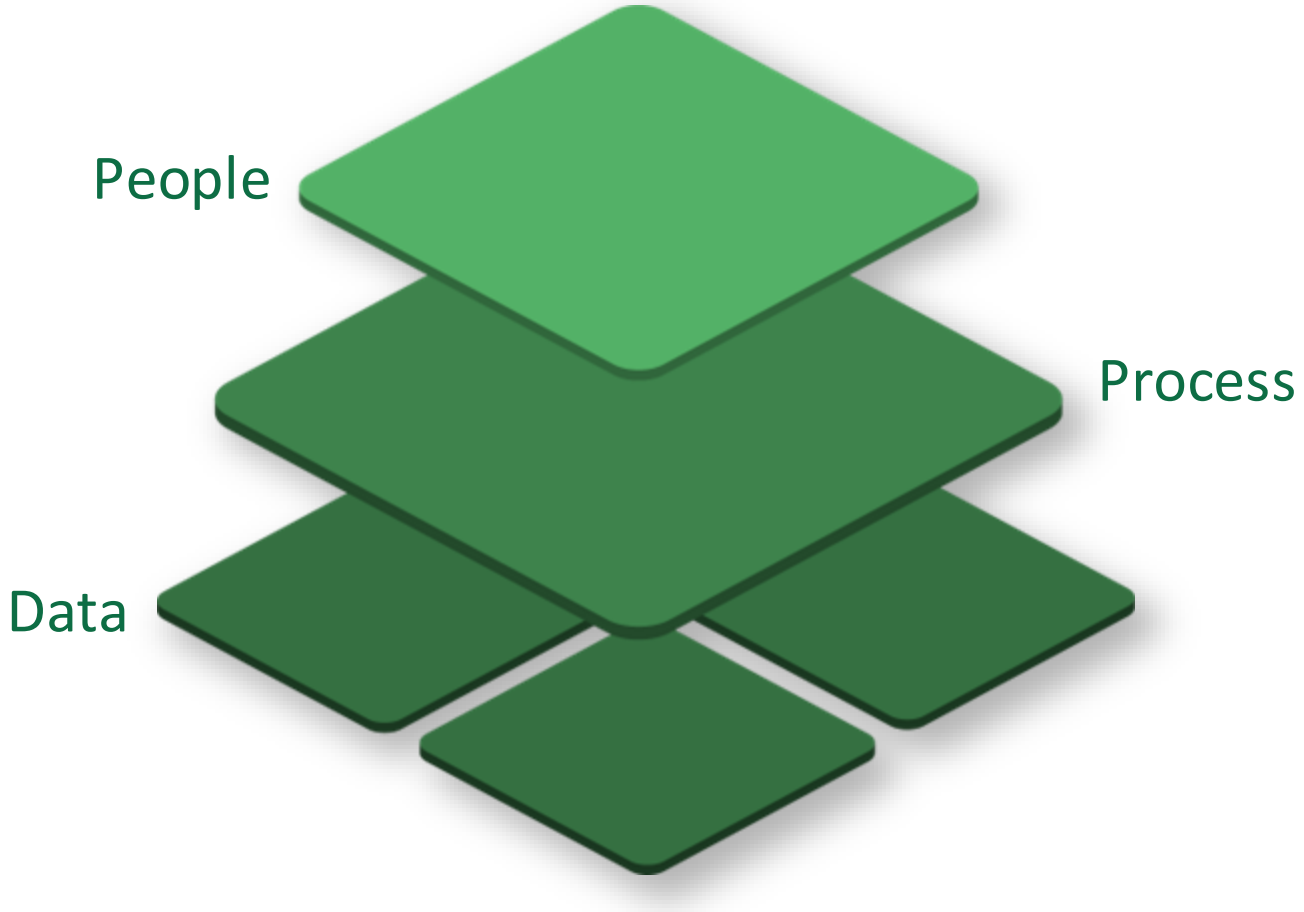
THREE ELEMENTS FOR MANAGING AI

No matter the context, in reality companies need three core elements as the foundation



FOUNDATION FOR AI & THE AGENTIC FUTURE

Data & AI enablement

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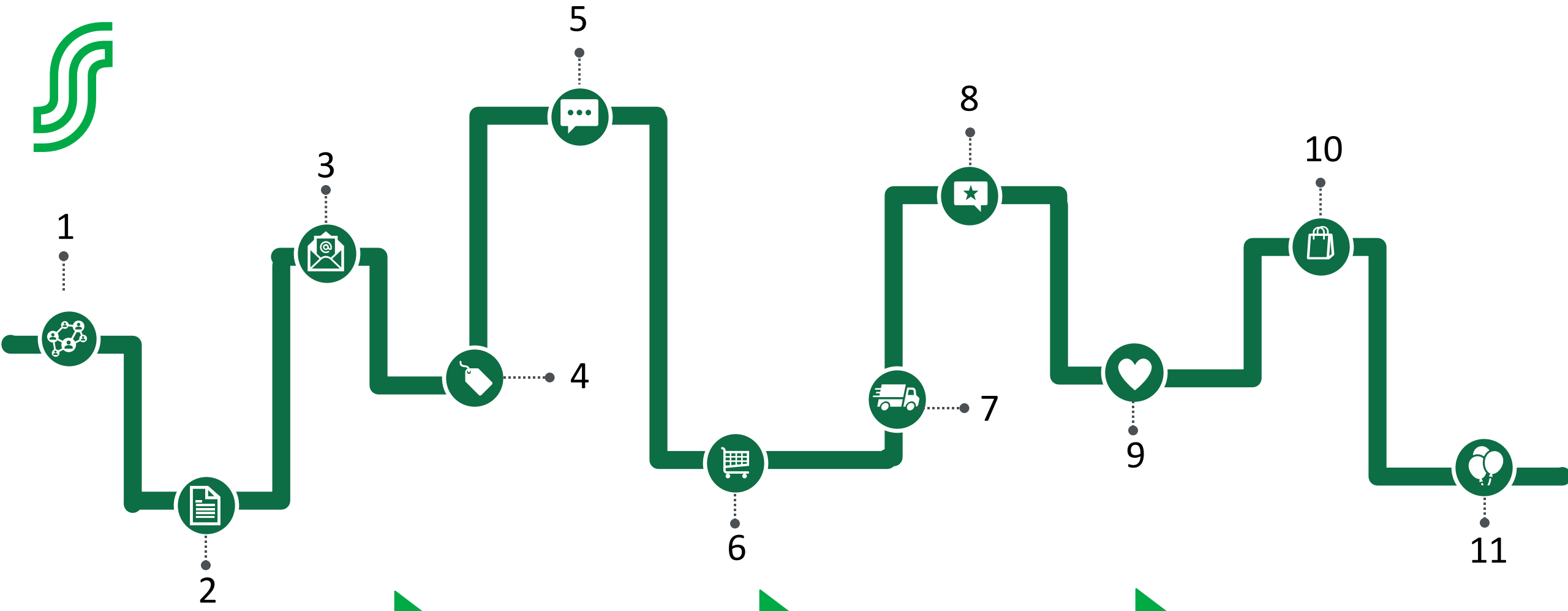


SEE

1 Social media targeting
2 Relevant content on sokos.fi
3 Personalized email

THINK

4 Personalized discount
5 AI chatbot to help

DO

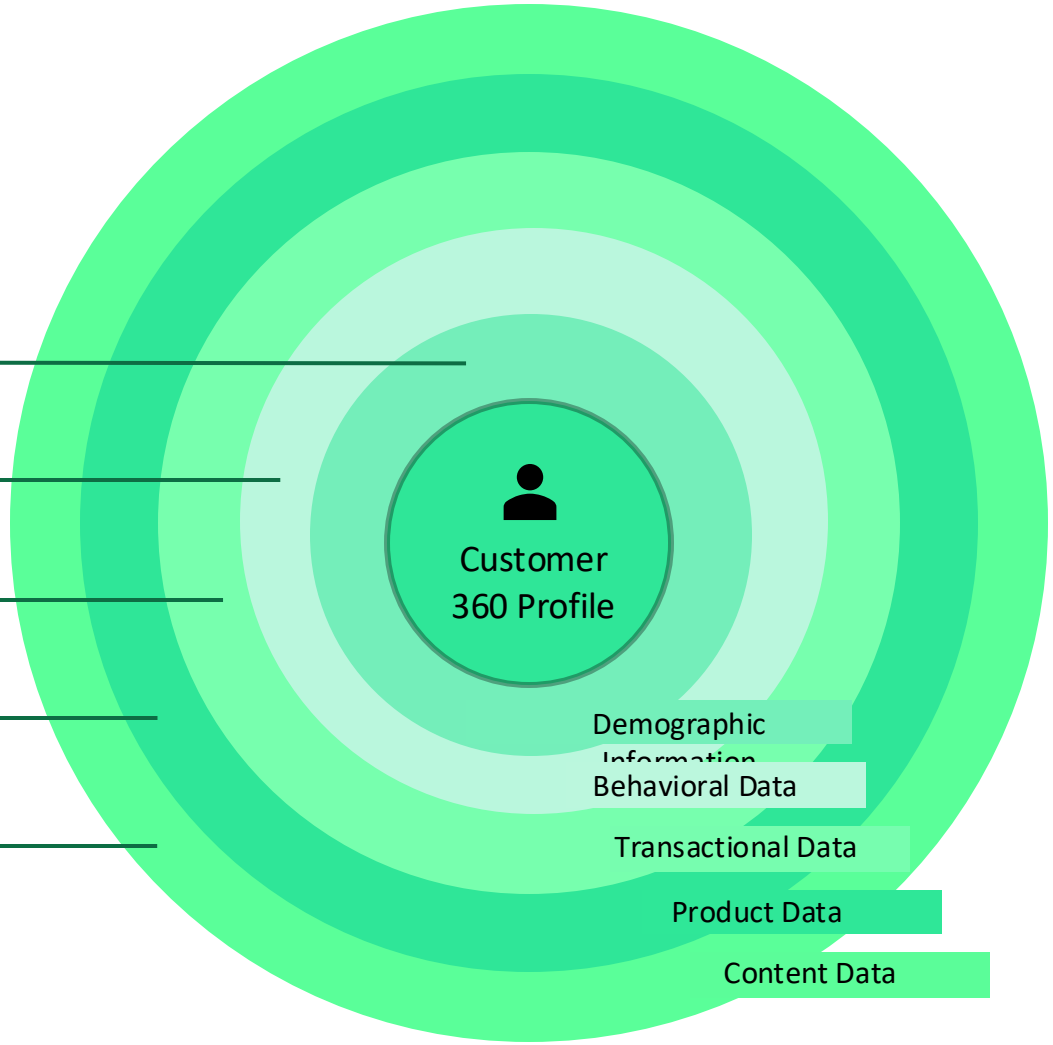
6 Purchase
7 Confirmation and delivery

CARE

8 Post-purchase communication
9 Recommendation based on season
10 Shopping cart is on sale
11 Life events

Defining what is Customer 360 for S Group in sales and marketing context

- **Name, age, gender, location**
- **Purchase history, browsing behavior, interaction patterns, product reviews & Customer Service Interactions**
- **Past purchases, returns, transaction values**
- **Price, location, availability**
- **Content, category, product links**



FOUNDATION FOR AI & THE AGENTIC FUTURE

B2B approach with data for AI

Less than 5% of companies are currently leveraging AI Agents

1. Data centralization

- Data access & utilization audits
- Centralized data warehouses
- Content as data

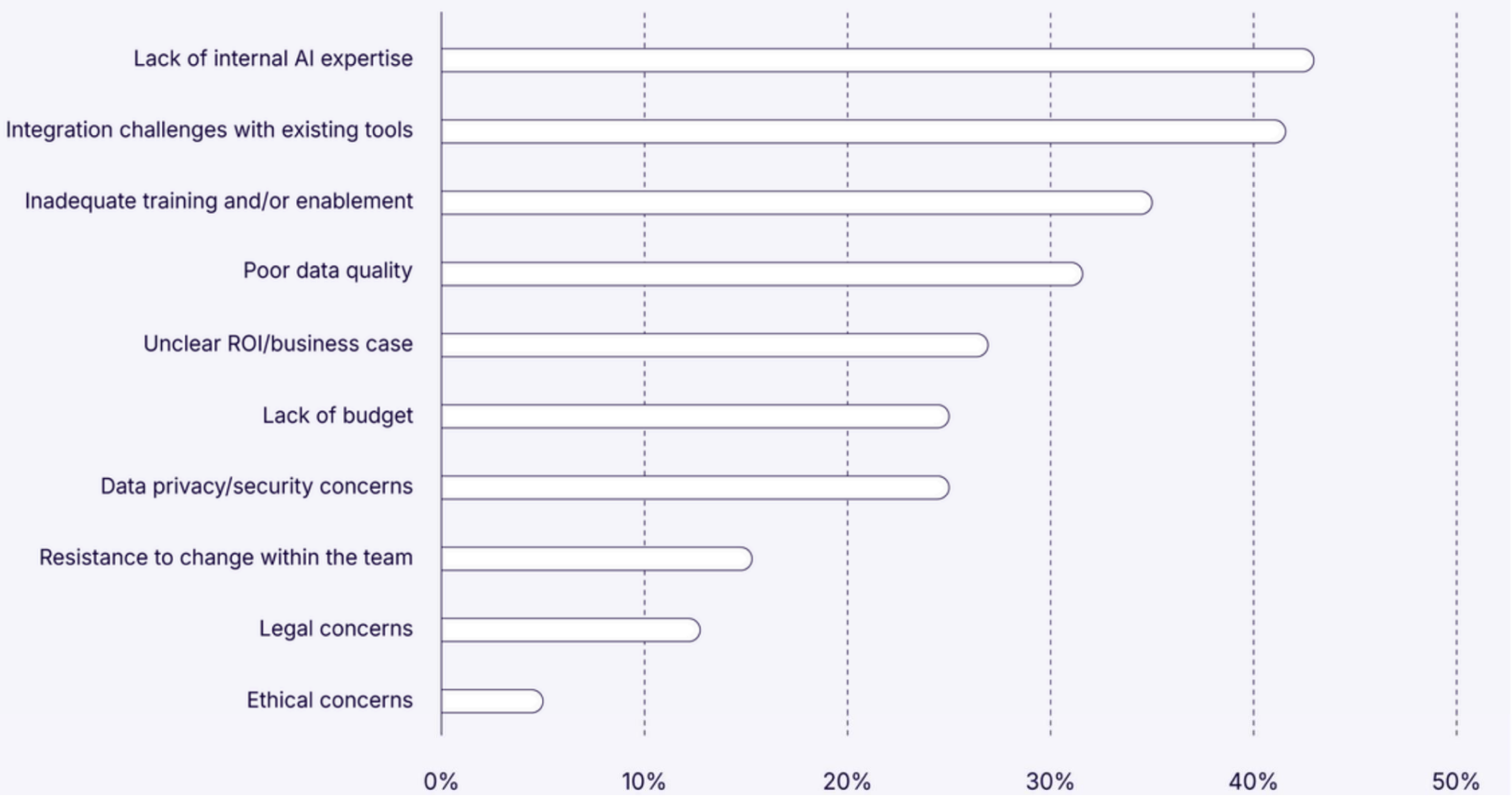
2. Advanced analytics

- Classic machine learning
- AI assisted pattern recognition & segmentation

3. Data activation

- CDP onboarding projects & channel expansion
- Agentic AI pilots

Barriers to AI adoption in organizations



Source: ForgeX.ai report 04/2025:
https://research-hub.forgex.ai/the-ai-abm-inflection-point-report/items/the-aiabm-inflection-point-report

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FOUNDATION FOR AI & THE AGENTIC FUTURE

People & processes

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FOUNDATION FOR AI & THE AGENTIC FUTURE

Moving towards antifragility in AI operations

Distribute decision-making
Push authority to the edges

Encourage safe-to-fail experiments
Learn fast from small bets

Invest in people adaptability
Continuous learning, feedback, and skill rotation

Codify feedback loops
Make learning visible and shared across the org

KPI workshops & ownership to individuals
Tactical decision freedom with KPI accountability

GenAI tool piloting within AI policy
Encourage / demand experimentation

Cross functional AI Tiger Teams
Set personal AI goals & enable self-learning

Internal AI masterclasses & AI chat rooms

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Creating a Best-in-Class Engagement

What is the right organization setup to enable best-in-class engagements?

S Group Brands

Understanding what it takes, below the surface, to be successful

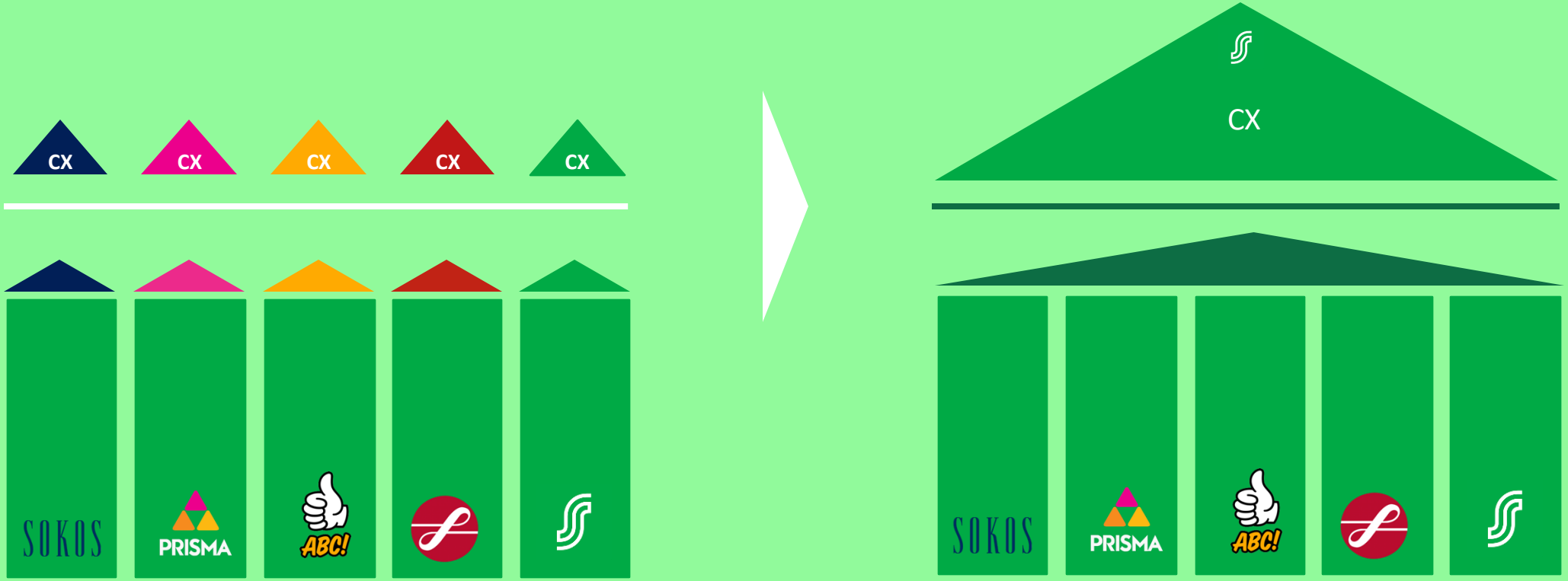
Marketing

Identifying how we meet customer expectations

Enterprise-wide Alignment

Our entire organization impacts our ability to achieve CX goals. Whether directly or indirectly, our customer is impacted by every department, process, and technology.

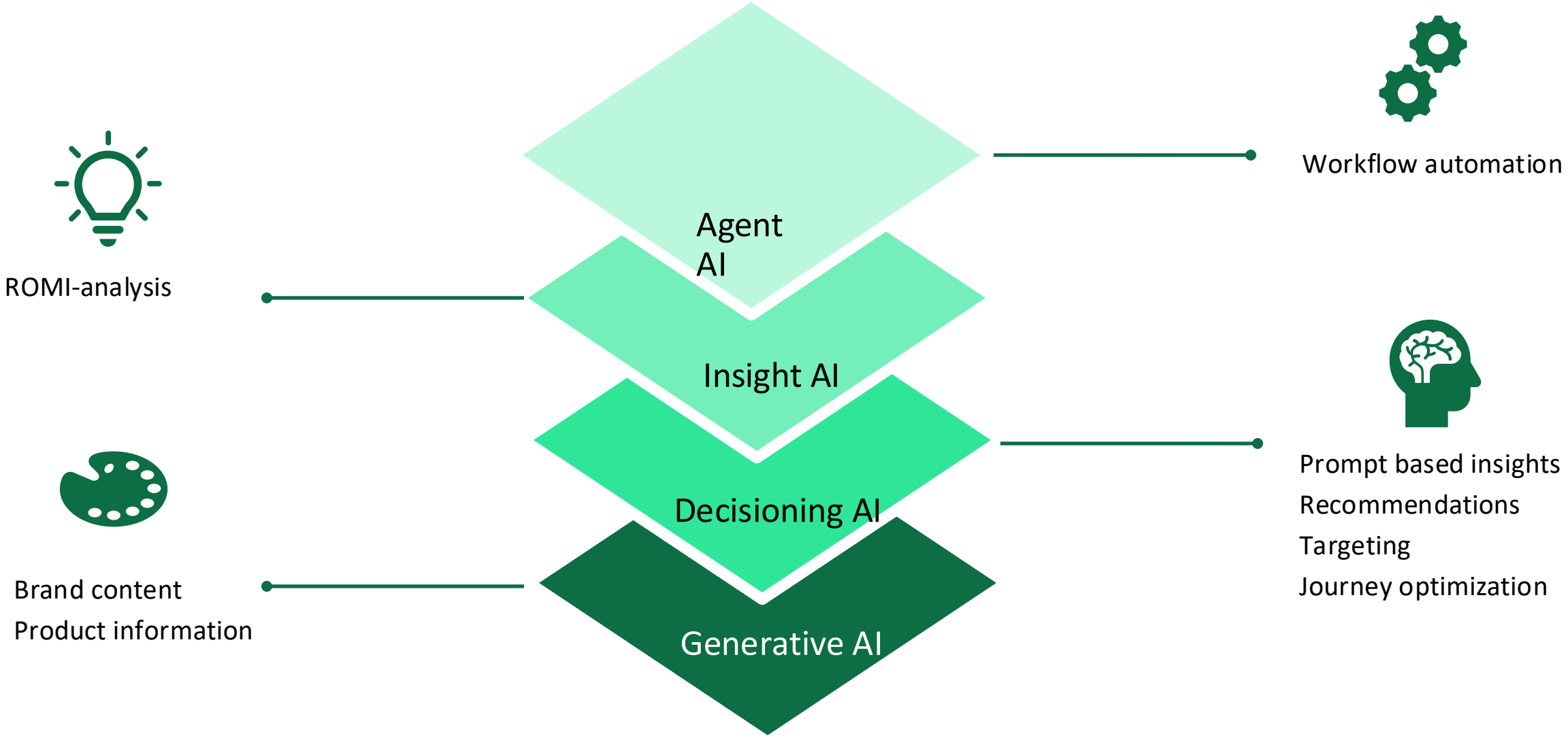
FROM DISCONNECTED & PRODUCT-BASED EXPERIENCE…
…TO SEAMLESS & PERSONALIZED EXPERIENCE



FOUNDATION FOR AI & THE AGENTIC FUTURE

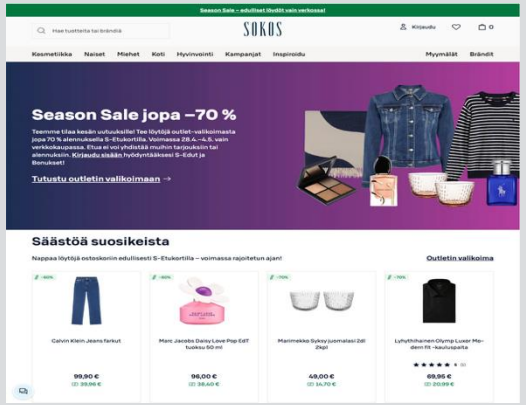
AI use-cases in practice

Utilising AI at S Group through four layers

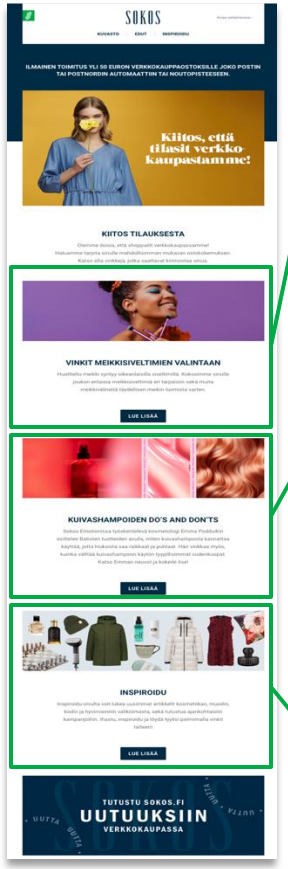


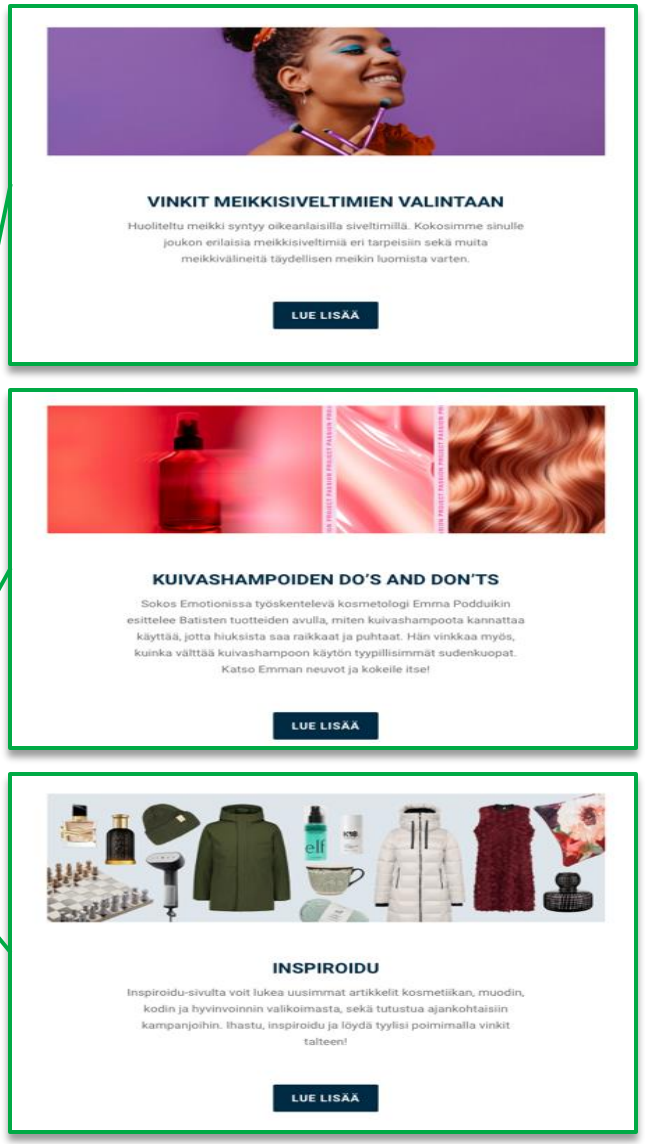
Customer journey data

Purchase event



- Order rows
- Sokos product categories
- Sokos.fi content
- Content linking to categories



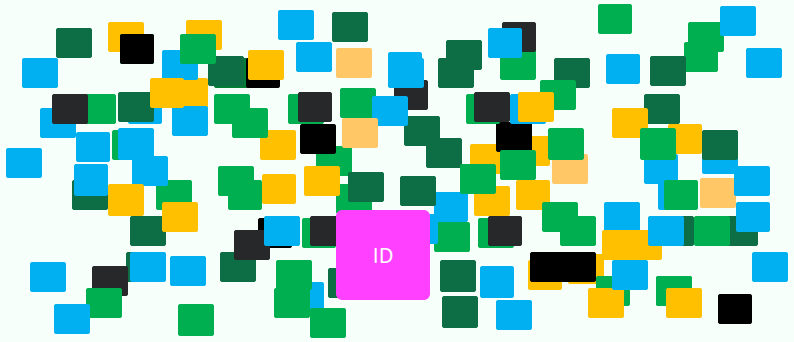


DATA AI AND AGENTS ACTIVATION

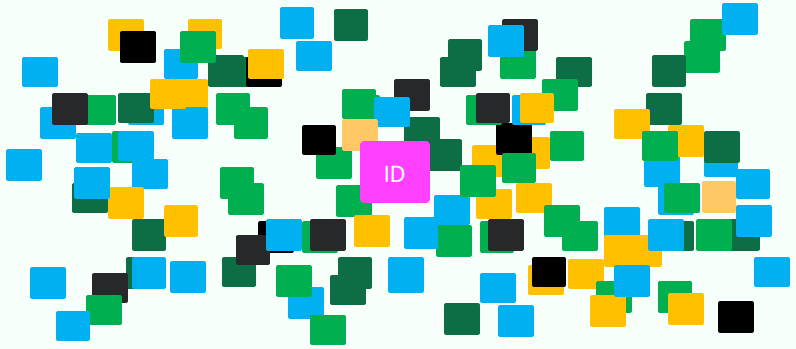
Targeting based on data

Targeting relevant content

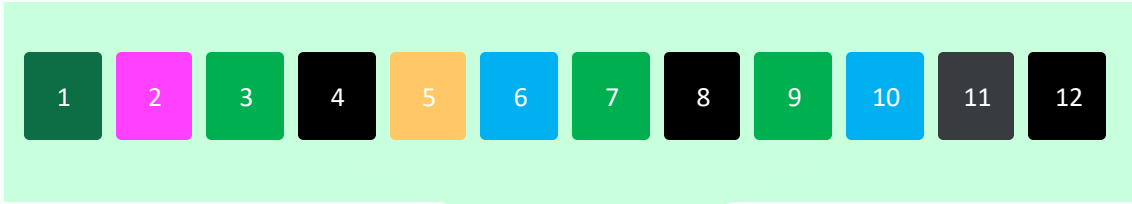
1) Marketing audience is matched with a targeted content in the content pool



2) Targeted content is shown to the app user among the content



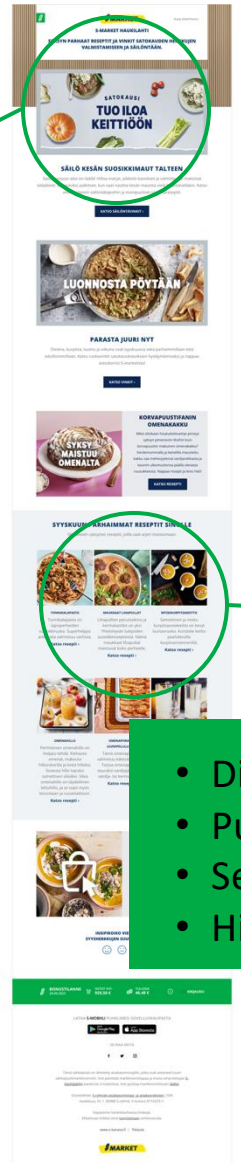
3) Algorithm decides the placement of the targeted content based on scoring



Personalized
recommendations

Personal recipe recommendations as a part of marketing

Relevance



- Digital footprint
- Purchases
- Seasonality
- History

EXPERIENCES WITH LUXID CLIENTS

Successful AI pilots

AI adoption & maturity

AI STRATEGY	OPERATIONAL EFFICIENCIES	AI INFRA	ANALYTICS & DATA	CUSTOMER EXPERIENCE
- Use-case workshop - Technology & data audits - Education & enablement - AI manifesto - AI Tiger teams	- Brand ToV & translation automation - ChatGPT etc. for X - Bots, agents & lead routing automation - Faster & more precise segmentation - Research & market intelligence + competitor analysis - Compliance & security - Coding with AI & refactoring	- Data warehousing + data accessibility & utilization - Activation layers (CDP) - Agentic AI powered marketing & sales hubs	- Natural language Talk to data - Cross-sell & upsell predictive analytics (product affinity) - Faster & novel Segmentation - Predictive churn	- Zero touch sales - organizations - Digital service integrated AI assistants

Operational / Foundational

Strategic

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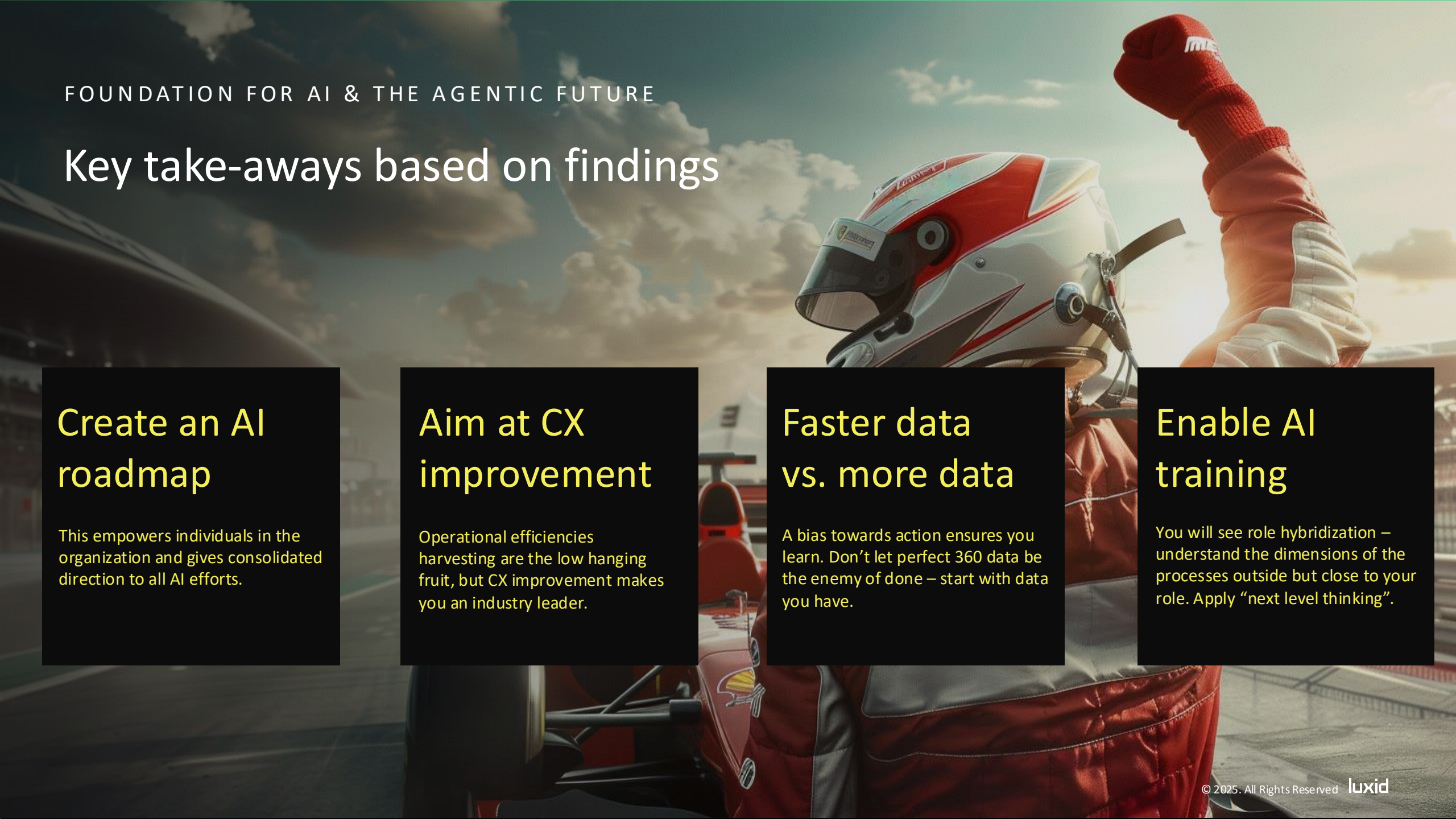
Key take-aways based on findings



Create an AI roadmap

This empowers individuals in the organization and gives consolidated direction to all AI efforts.

Aim at CX improvement

Operational efficiencies harvesting are the low hanging fruit, but CX improvement makes you an industry leader.

Faster data vs. more data

A bias towards action ensures you learn. Don’t let perfect 360 data be the enemy of done – start with data you have.

Enable AI training

You will see role hybridization – understand the dimensions of the processes outside but close to your role. Apply “next level thinking”.

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CUTTING THROUGH THE AI HYPE

Sign up to receive the entire Berkeley research paper and agentic AI pilot frameworks at

Link to signing up

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