

Real-world AI in Action

How Fossil Group is unlocking empathy at scale with high-trust Al

FOSSIL

Scan code to enter our drawing for a \$150
Fossil gift card!





FOSSIL









Emotions are the hidden hand that guides nearly all human behavior and choices.

90% of the decisions we make are

based on emotion.



Nobel Prize-winning psychologist Daniel Kahneman



We believe empathy is a superpower for every business



We've designed an Al insights platform that empowers brands to understand the needs and emotions of their customers



Canvs AI Community

































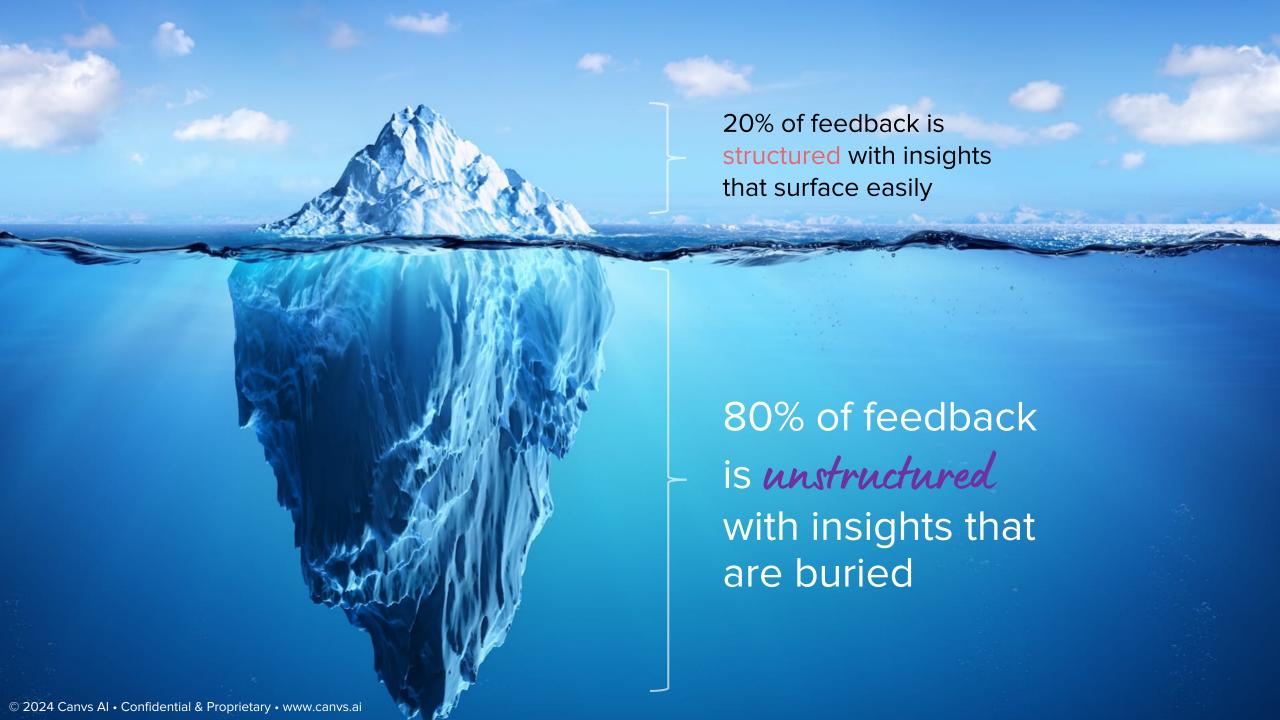












lized why we have so many leftovers. Apparently I only eat a true meal every 3 or 4 days (my	poor	My attitude towards food is that I enjoy eating the stuff I like and enjoy cooking dishes from my culture.
s told me this before), and when I cook a large pork roast, my wife follows it up by preparing a		Well the belief I have when it comes the way I eat is always tried the more healthier options, like
	Hard-working, nutturing, optimist.	I feel like my attitudes towards food is better now because I'm thinking about what I'm eating all the
		time as far as my main dishes and snacks I want to make sure that I'm healthy while still eating food
shop here because they have a really huge variety of products and I feel in	morning before work so I stopped by a bakery I haven't been to in a while. I saw the	It was chill I already know it would a safe bet and fill every body up
s worth more than any other shopping experience		
d, it was a good source of energy for my morning	ears but since my daughters hadn't been asking for them I decided	We had ground beef left over from dinner last night so I made a slightly different version of the bowls
	ling. I wish I would have made something else for dinner	we had vesterday.
od .		In our household we like to cook homemade meals as much as possible. My husband is a great chef
	this morning	and I am trying to learn to get better! We cook everyday and there is only a meal here or there or
it made me feel pretty good. A litt		I felt fine. I enjoyed my snack and was able to work while eating. I feel a little guilty because the snack
d as the final result was better		
at I needed including non for		was not considered to be very healthy. I was first introduced by my mom and grandmother as a kid. they would make it for myself and sisters
at I needed including non to		
1 40 1 1	boiled east and added them as well for we need a list of fulf. Li I want to do	on weekends. selection and value
d something to snack on	we need a list of tuff. Li I want to do	selection and value
	••	
and low calorie - justso		I approach food in this way because I like to live my life with balance and moderation. I value my
		health and well-being, but at the same time don't want to deprive myself of the simple pleasures in life.
and low calonie - just so pugh to get me ready fo reco	IICCIIVC	I'm back too fat full but not heavy. Ready to kill the day
me feel bloated and bla	/	anxious and excited
ne.		
son I chose this as my mea	/	My husband cooked. It's a good meal packed with protein!
It of the foods we eat, because		
II, satiated and healthy after eath	aditional meals at all different hours. By this I	The real breakfast of champions.
	s and snacks for dinner. In my home we always	
kers with kimchi and udon noodles in wa	to try it!	I choose meal because I wanted to have fried fish and fries, Also it was easy to prepare as I just
		seasoned the fish and fried it. The French fries were heated in the oven.
e, another friend and I went to a comedy show Satu	It's full of flavor and has about 30 grams of protein then I add	happy - excited
orite comedians was performing. Once we got to the theate	which are both low in calories	
ery satisfied. High protein and some	empership there, and we needed to buy some groceries for the month. Usually, when	Lamed
vidrates and a lot of peanut butter	we run out of water. It's time to go shopping.	
I after eating and was happy that it was very healthy and filling	I wanted to eat something healthy and my friend had made a fruit board	stes like summer.
and come and and was rapply and it was very reason, and mind	I wanted to eat sometring meaning and my mend had made a not board	tes inte suriente.
s my favorite beverage when reading the daily paper on my iPad	The prices are good and they have a good selection	arcoal.
s my savonie develage when reading the daily paper on my iradi	The prices are good and stey have a good selection	incon.
was a kid i believe it was a class field trip to a Mexican restaurant and they showed us how to	A count broadfactic a most tradestantantantantantantantantantantantantant	
	A cereal preaktast is a meal I eacacleast twice a week.	
orillas.	I was running out of a few Items, and I also had some cor	
get my shopping done as quickly as possible and limit my time in the store. Shopping causes	I was running out or a new items, and I also had some cov	
eel anxious wondering if the store will be crowded and if they will have what I need at an		\
	Chicken Parm and Lobster Bis que Ravioli	Lemonade. I only
t some.		
with meat sauce and an orange	This grocery store has a great deli and bakery. This	
	clean and organized.	Into multiple
		Itrics Into multiple protein det with
if that I was getting a break from my pattern of Mexican type food. Excited that I found something	I like to eat to manage my energy so if something res	protein diet with
at I enjoyed in a new restaurant.	mind.	/
	\	/
m made dinner at home, she made an authentic Indian dish. I haven't eaten at home in a while	My very favorite dish is chicken shawarma. After the gym,	
as nice to eat at home		/
	shawarma wrap filled with protein & veggles!	
from Emiliano's		
	shawarma wrap filled with protein & veggles!	
	shawarma wrap filled with protein & veggles!	
	shawama wap filled with potein & veggies! Seaweed salad, homemade	
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of cereal.	evmnastics competition. I wanted somethine filling that was easy to cook and would be ready ouickly.	
	My children sometime help meal prep they will choose and addic maybe even boil	d
	some pasta some nights.	0
give me	Yes, usually start this about	E
but try to	apply the seasonips	
us.	It made me feet	
	rouline.	
y, but when	Ok. I	
and to tell had		

I enjoyed my snack and was able to work while eating. I feel a little guilty because the snack | It made me

my attitudes towards food is better now because I'm thinking about what I'm eating all the I was in the mood for Tacos so I ordered the steak fajitas and com tortill

do with the fact I was out of town, so I was back home trying to get back on my regular schedule and

and dinner I keep it simple but nutritious. I like to cook so I do that as much as possible.





canvs Al

zendesk

ook or on a Friday when the week is winding down. Great relaxer food although maybe unhealthy you unexpected amount of salt in it which is better than I would have expected and enhances the

myself, nothing is off the table. However if I'm preparing a meal for us both, I have to be mindful of

I feel like when I'm grocery shopping I'm on a mission to try and get everything I need. Mystery comes

providing good prices for more American groceries and is cheaper elsewher

though it wasn't food related it was stomach related. He isn't recovered vet so I soend a lot of tir Meal prepping ensures that I have healthy food that is readily available and doesn't need to

get food in my body. I get "hangry" when I am not "fueled".

with a new ingredient or twist. I really love flavors and

e to go to cheaper stores for) popcom was microwave.

nch that we Was wanting a good meal after skimping some throu

I feel a bit guilty eating so much sugar in the first meal of the day. Not limited to the syrup and the waffles, also includes the amount of creamer in the coffee. With food preparation sometimes I have to think about certain items that need to be thawed in order to

always says "this is the best so far" each time Iol. So who knows when the best will really be the bo

vent to sleep so early I didn't even eat dinner! So I decided to cut it thinly and boil an egg for

felt great because it was really good and not expensive zing. The only thing I am hesitant to try a seafood because I have had bad exp

nt alone. I also feel relief

My favorite food is Mexican. I love all the cheese, the crunch of the chips and the spice. I enjoy hot!

Drunchy tacos and cheese enchiladas and guacamole are my too favorites.

I feel a bit disappointed in my choices, as this usually isn't what I eat in a usu tress eat more often than I think I do. but none of this was surprising

arking to navigating the aisles. It's an important errand and ery happy! I like quesadillas a lot and the clementine was a p

Decipher

for what I may normally eat.

C Culture Amp

omewhat tasty. I like the combo of veggles and peopers on the pizza. But it was very salty

feel healthy and it feels good to nourish my body with good things like this. Since I ate a processed

there are many sour cream/dairy-based pasta dishes out there that could compete with it.

not a particular fan of grocery shopping. I have a very busy schedule, so it can take up a lot of time

since they're unhealthy and high in sodium. I don't season a ton with salt when I cook, lust enough to It made me feel good. It's been about a month since I had Chick fil a and I was craving their fries and

and crisp. I added a little protein with my favorite cottage cheese brand Daisy

satisfied and knew it was a good snack

it was the weekend my dinners were less healthy than what they typically would be. I give of grace though because I can't be overly healthy all the time! A treat is nice every now and then.

I had it. I was happy that I didn't need to cook anything to have dinner, so I do feel appreciative of the ingredients a sandwich I kind of came up with myself.

meal did not make me feel good it was not a planned meal and very unhealthy but did not want the Eating this sandwich was a treat as it brought me back to the many times I have eaten it during my

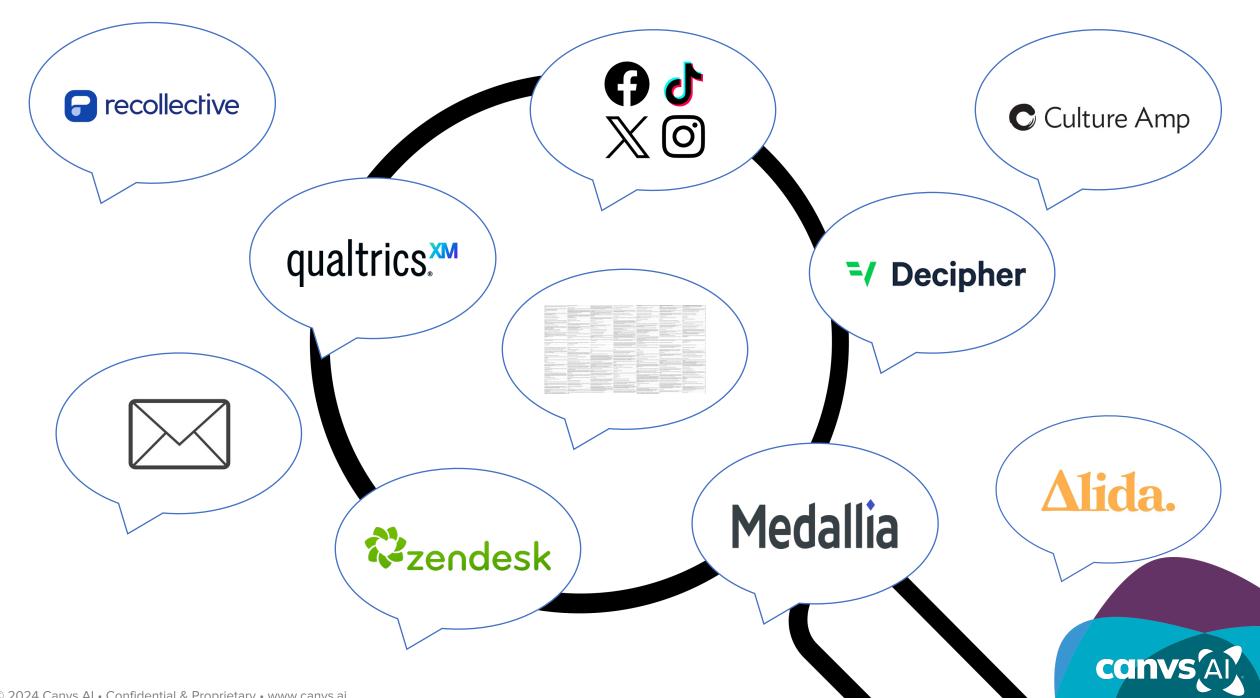
led me to eat this was it was made, hot, and i didnt have to make it. I knew it was filling, lower my LDL A

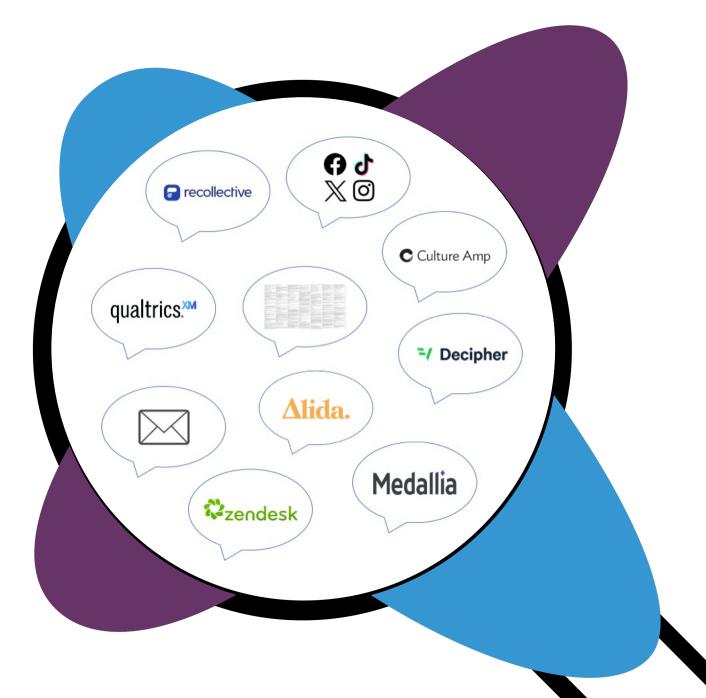
after school for us occasionally

My husband and I were difying home from Orlando and did not feel like making any food when we got Very full. I'm hoping I can continue through my day without dragging home so we picked this up on the way. My husband loves whataburgers of this is why we selected this

because I like to plan a head and stay on track with my eating.

I was super hungry and didn't really have anything to make at home so I ordered from U





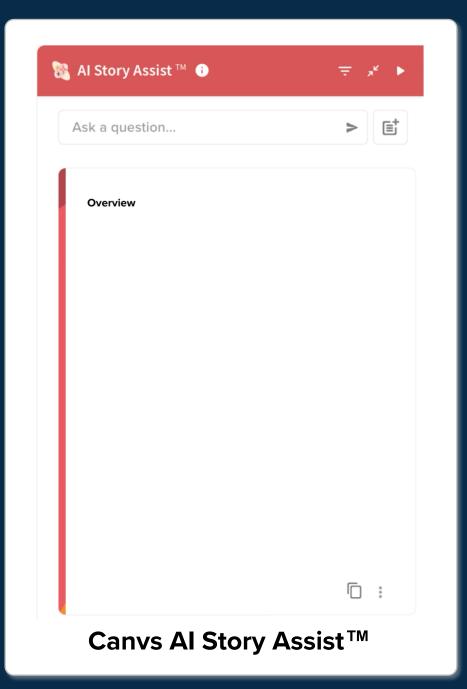


There is the concern that Generative Al systems can generate hallucinations.

This is when an Al system produces false or misleading information presented as fact.



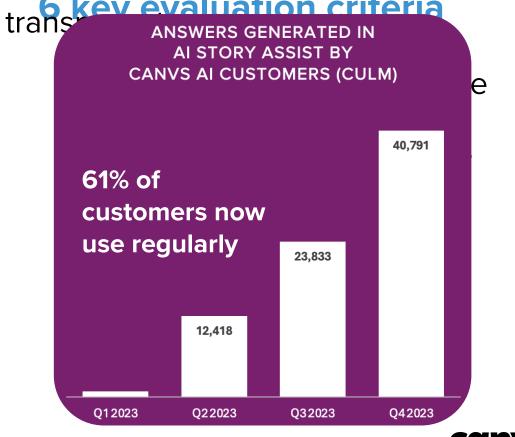




GARVSALL STORYNASSISE

Again in the confidence of the second of the

• Operating at scale now across major research Strategicainsightful, and completely 6 key evaluation criteria



Fossil Group: Global Lifestyle Fashion Accessory Brand with Diverse Portfolio













MICHAEL KORS











EMPORIOWARMANI DIESEL

kate spade

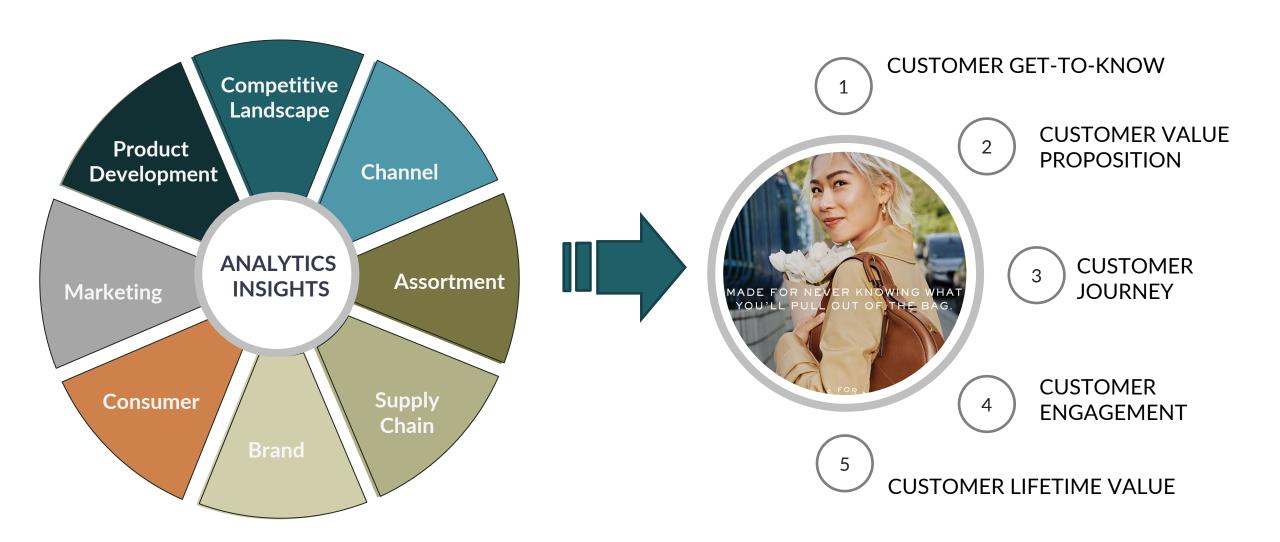
NEW YORK





WATCH STATION

Analytics Group partners with various Business Domains to deliver Customer Centric Measures



Voice of the Customer is infused throughout the customer journey

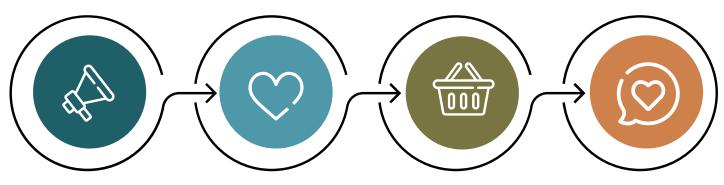


Active Evaluation

- Marketing copy testing
 - Creative testing

Post Purchase

- Feedback on interactions with customer service
 - Post-purchase survey
 - Customer reviews



Search & Discovery

- Product development
- Website / UX testing

Purchase

 Live on site feedback

Al for Insights "Jobs to be Done" at Fossil Group



Elevate our Insights Team (Everyone able to draw similar insights)



Key Selection Criteria for a Qualitative Insight Tool

Leveraging Canvs Al Story Assist

- Time Saving



3 Actionable Insights

Product Development Open Ends – The traditional way



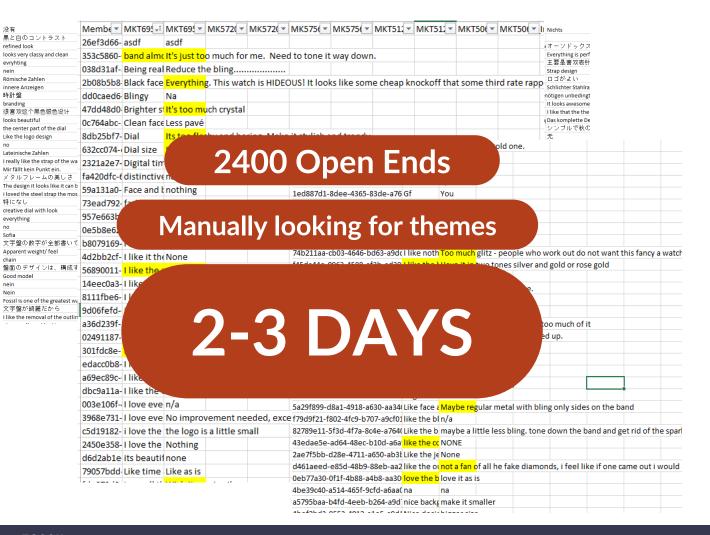








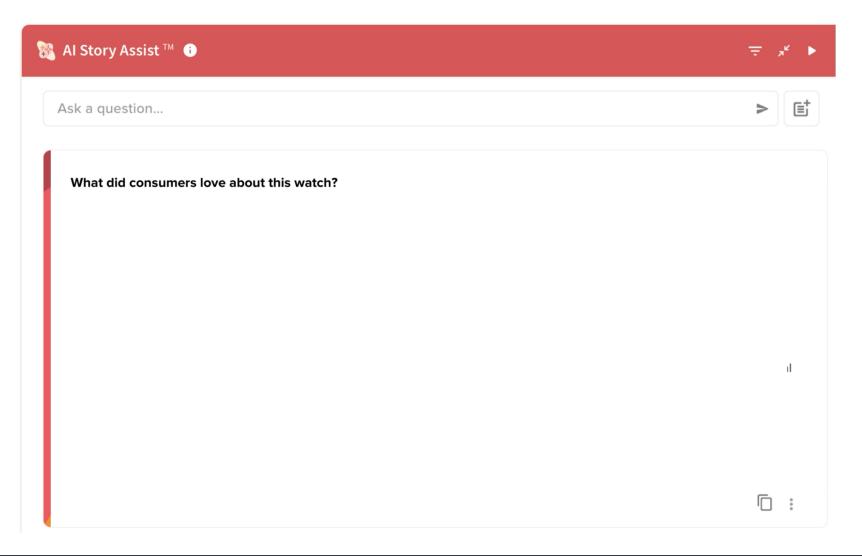




Business Questions to be Answered with Canvs Al

- 1) What did consumers <u>love</u> about this watch?
- 2) What design elements could be changed to <u>improve</u> the watch?
- 3) Which design elements consistently makes a winning piece?

Al Question: What did consumers love about this watch?



2.4K

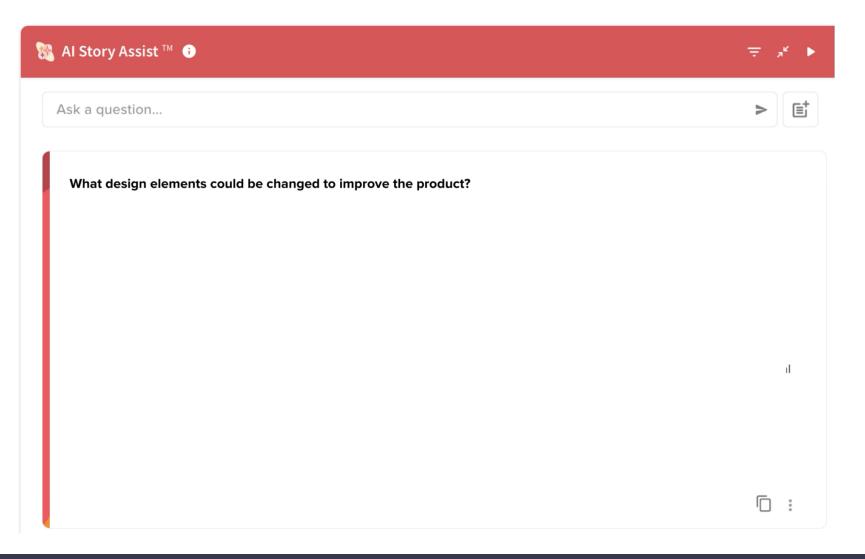
Verbatims Analyzed

What did they love?

- Design and Style
- Color and Detail
- Brand and Quality
- Functionality and Readability
- Comfort and Material

PRODUCT DEVELOPMENT

Al Question: What design elements could be changed to improve the watch?



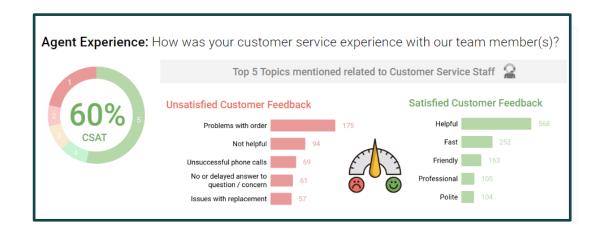
2.4K

Verbatims Analyzed

What design elements?

- Watch Face
- Watch Band
- Color & Contrast
- Simplicity vs.
 Embellishments
- Size & Bulkiness

Case Example: Customer Care CSAT



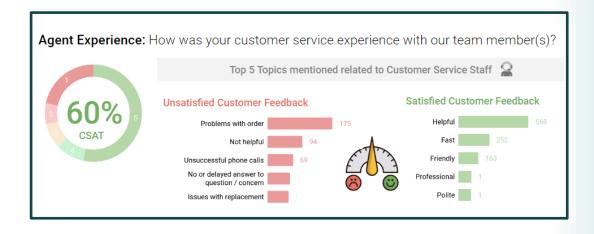
"So what?"

- Head of Customer Care

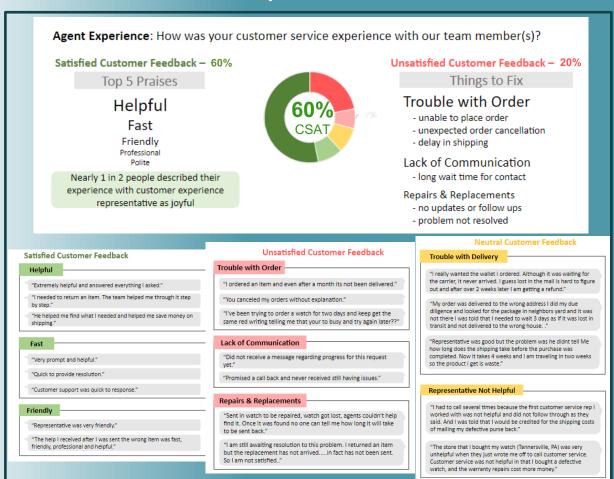
Qualitative Research Analysis – highly subjective, high impact output driven by researcher's expertise

Same qualitative data | Varied level of experience

Analysis Output 1 Executed by Junior Researcher



Analysis Output 2 Executed by Senior Researcher



Using AI to make EVERYONE an overachiever

Before Canvs Al

- Same qualitative data
- Three people
- Three sets of insights





With Canvs Al

- Same qualitative data
- Three people
- CONSENSUS on the insights



SKILLSET

BUSINESS ACUMEN

COMPETENCE

RIGHT-BRAIN VS. LEFT-BRAIN

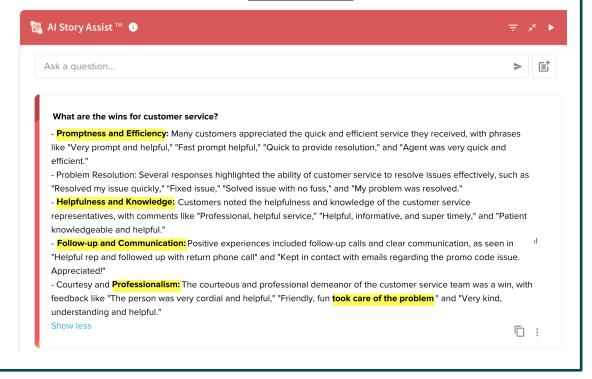
SENIORITY

GLOBAL CSAT SURVEY



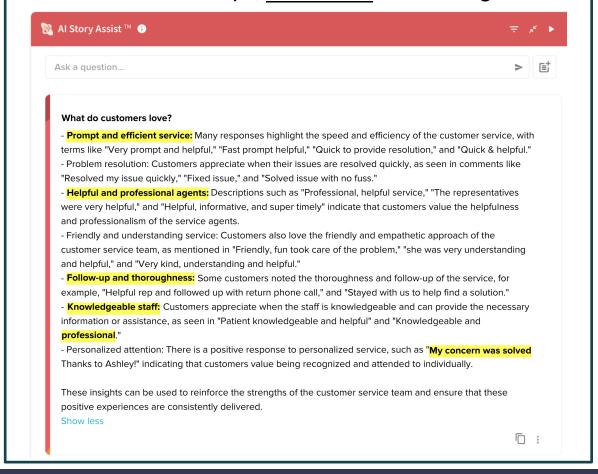
What are the wins for customer service?

Canvs Al Story Assist™ Output 1
Executed by Junior Researcher
Different Prompt, <u>Consensus</u> on the Insights



What do customers love?

Canvs Al Story Assist™ Output 2 Executed by Senior Researcher Different Prompt, Consensus on the Insights



canvs

Uncover relevant and empathetic Voice of the Customer insights throughout the customer journey in a faster and efficient manner

Before Canvs Al

- 2-3 days of manual verbatim coding
- 1-3 days of day of analysis & report building
- Limited sentiment analysis

With Canvs Al

< 1 hour for verbatim text analysis

1 day or less of analysis & report building

Detail and nuanced sentiment with ability to quickly identify drivers and root cause

More Empathy

Better Stories



Operational Efficiency



Elevating the Team



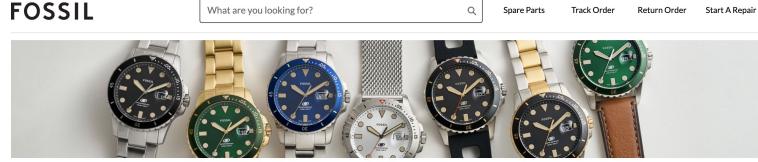
Outcomes: Creating more actionable, empathetic insights



Product Development & Refinement



CSAT



MY ORDER & DELIVERY

I Didn't Receive A Confirmation Fmail

My Order & Delivery Returns & Refunds My Account Payment, Promotions & Gift Cards Repairs & Warranty Spare Parts & Links Product Care & Information Legal & Data Protection Smartwatch Instructions

Shipping Policy I Need To Check My Order Status I Need To Cancel My Order + How Can I Exchange An Item From My Order? + When Will My Order Ship? I Received An Error When Trying To Place My Order + I Didn't Receive My Order

Chat with us



Thank You!

Join Canvs AI at Booth #206 for a Demo and Speaker Q&A

Scan code to enter our drawing for a \$150 Fossil gift card!



