



Real-world AI in Action

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

FOSSIL
GROUP

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



scan here!



FOSSIL GROUP



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Head of Data Science &
Market Research



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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

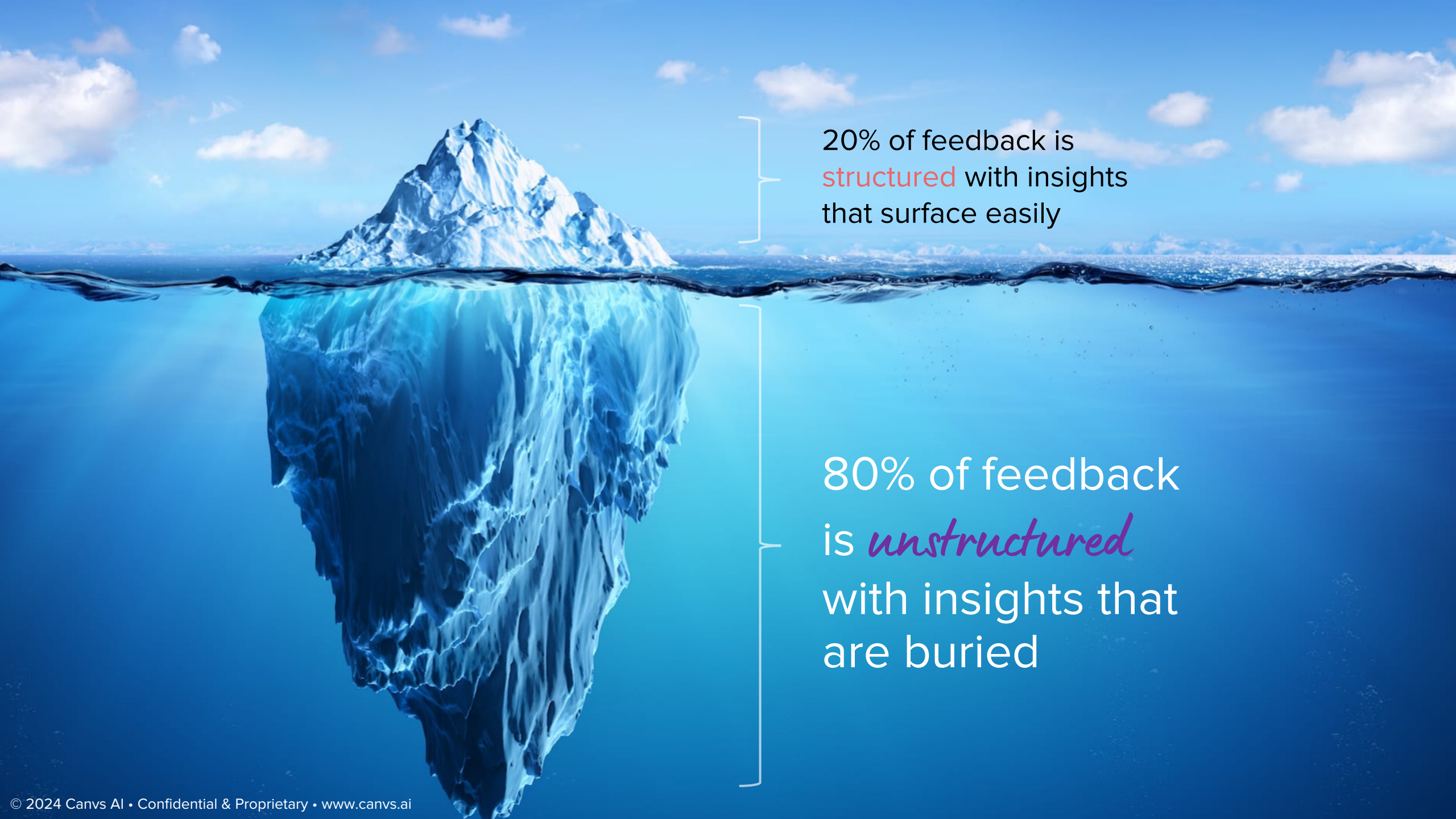


We've designed an AI insights platform that empowers brands to understand the *needs and emotions* of their customers



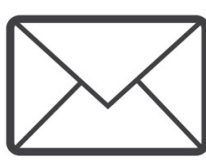
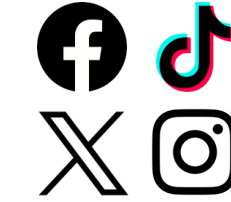
♥ Canvs AI Community





20% of feedback is **structured** with insights that surface easily

80% of feedback is *unstructured* with insights that are buried



Background text containing various snippets of user-generated content, including reviews, social media posts, and general text fragments.

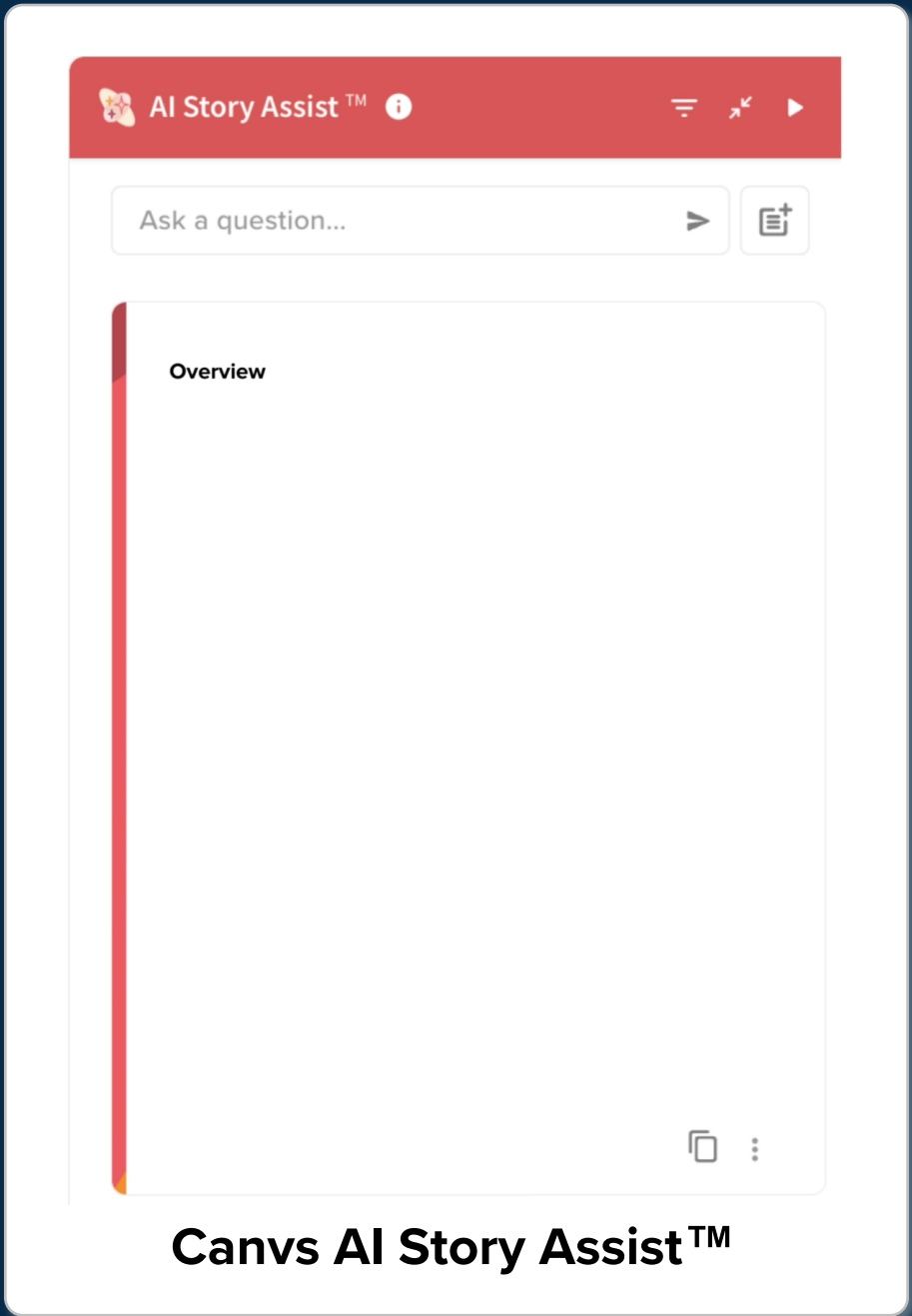




There is the concern that Generative AI systems can generate hallucinations.

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

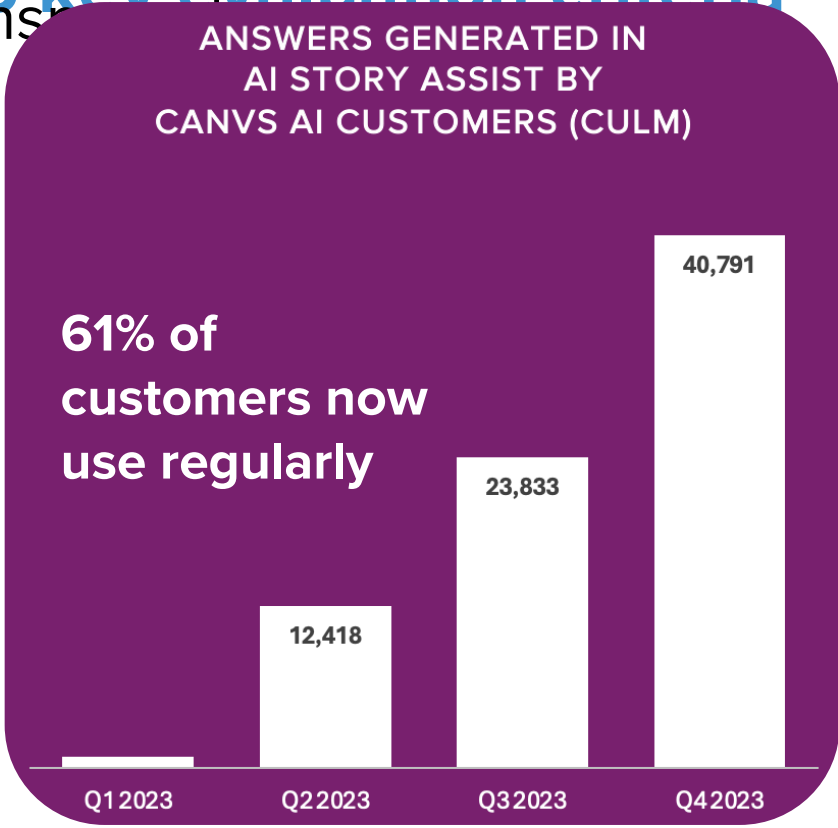




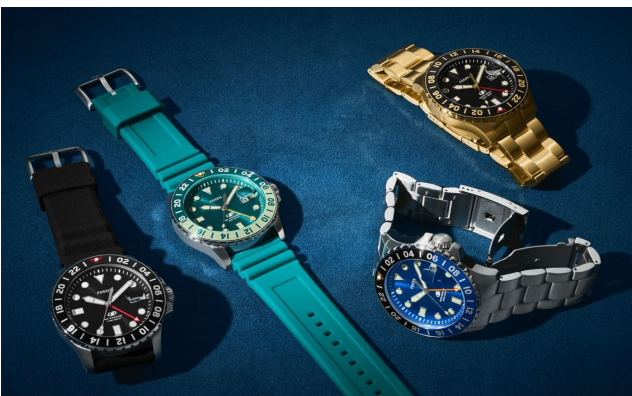
Canvs AI Story Assist™

The State of Generative AI for Insights

- You can find insights alongside all data
 - Operating at scale now across major research and ops teams
 - Strategic, insightful, and completely transparent
- 6 key evaluation criteria



Fossil Group: Global Lifestyle Fashion Accessory Brand with Diverse Portfolio



FOSSIL

MICHELE

SKAGEN

EMPORIO ARMANI

DIESEL

DKNY

A | X
ARMANI EXCHANGE

MICHAEL KORS

kate spade
NEW YORK

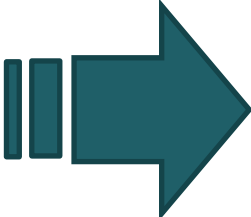
TORY BURCH

Zodiac

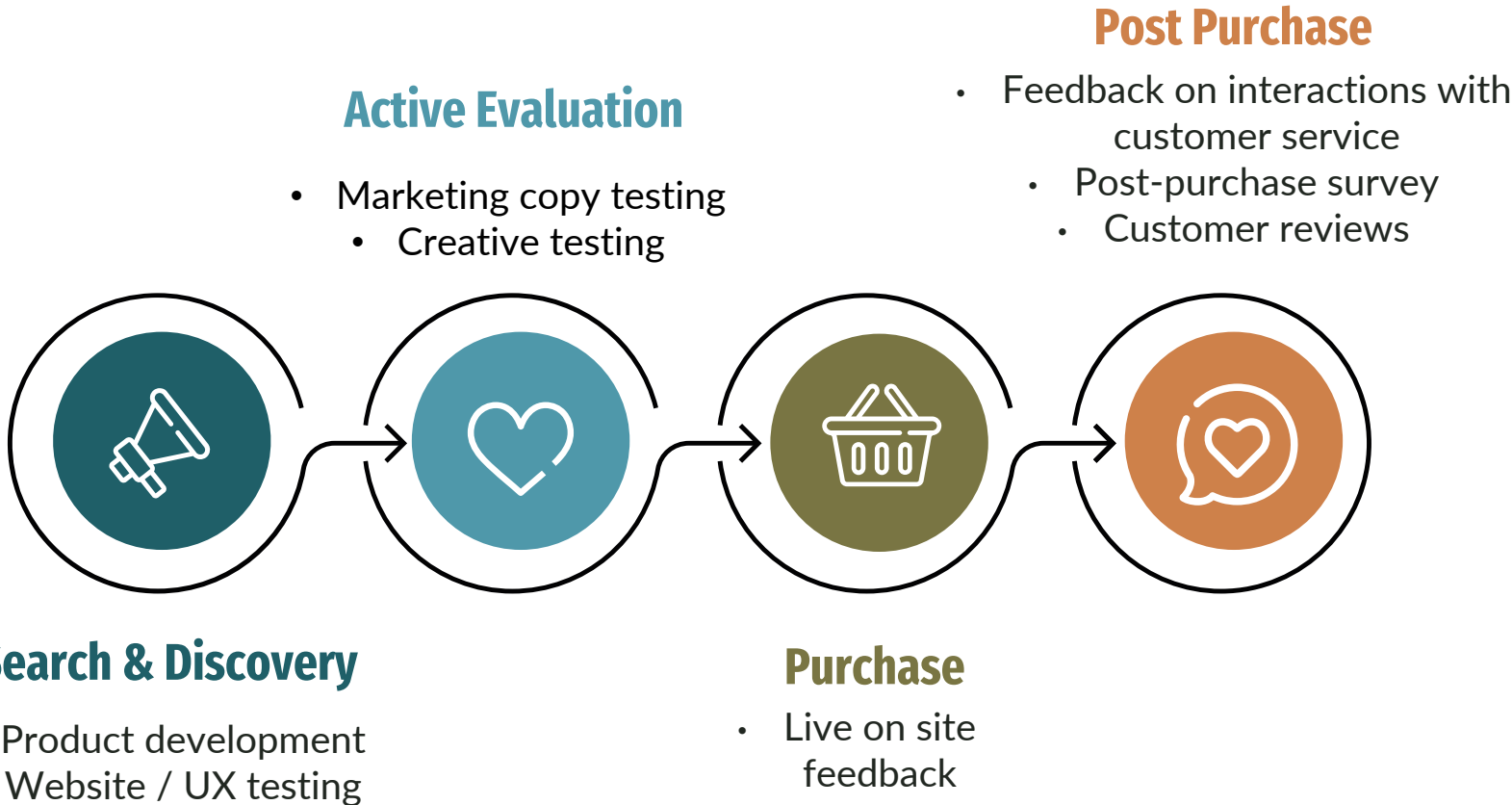
WATCH STATION



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



Voice of the Customer is infused throughout the customer journey



AI for Insights “Jobs to be Done” at Fossil Group

Surface Compelling Stories
(we couldn't get otherwise)



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



Key Selection Criteria for a Qualitative Insight Tool

Leveraging Canvs AI Story Assist

① Time Saving

② Customize Tool = **canvs AI** + AI Story Assist™

③ Actionable Insights

Product Development Open Ends – The traditional way



Member	MKT695	MKT695	MKS720	MKS720	MKS750	MKS750	MKT510	MKT510	MKT500	Nichts
26ef3d66-	asdf	asdf								
353c5860-	band almc	It's just too much for me. Need to tone it way down.								
038d31af-	Being real	Reduce the bling.....								
2b08b5b8-	Black face	Everything. This watch is HIDEOUS! It looks like some cheap knockoff that some third rate rapp								
dd0caed6-	Blingy	Na								
47dd48d0-	Brighter s	It's too much crystal								
0c764abc-	Clean face	Less pavé								
8db25bf7-	Dial	Its too flash								
632cc074-	Dial size									
2321a2e7-	Digital tim									
fa420dfc-	distinctive m									
59a131a0-	Face and t	nothing								
73ead792-	face									
957e663b-										
0e5b8e6-										
b8079169-										
4d2bb2cf-	I like it th	None								
56890011-	I like the									
14eec0a3-	I like									
8111fbe6-	I like									
9d06fefd-	I like									
a36d239f-										
02491187-										
301fdc8e-										
edacc0b8-	I like									
a69ec89c-	I like									
dbc9a11a-	I like the									
003e106f-	I love eve	n/a								
3968e731-	I love eve	No improvement needed, exce								
c5d19182-	i love the	the logo is a little small								
2450e358-	I love the	Nothing								
d6d2ab1e-	its beautif	none								
79057bdd-	Like time	Like as is								

2400 Open Ends

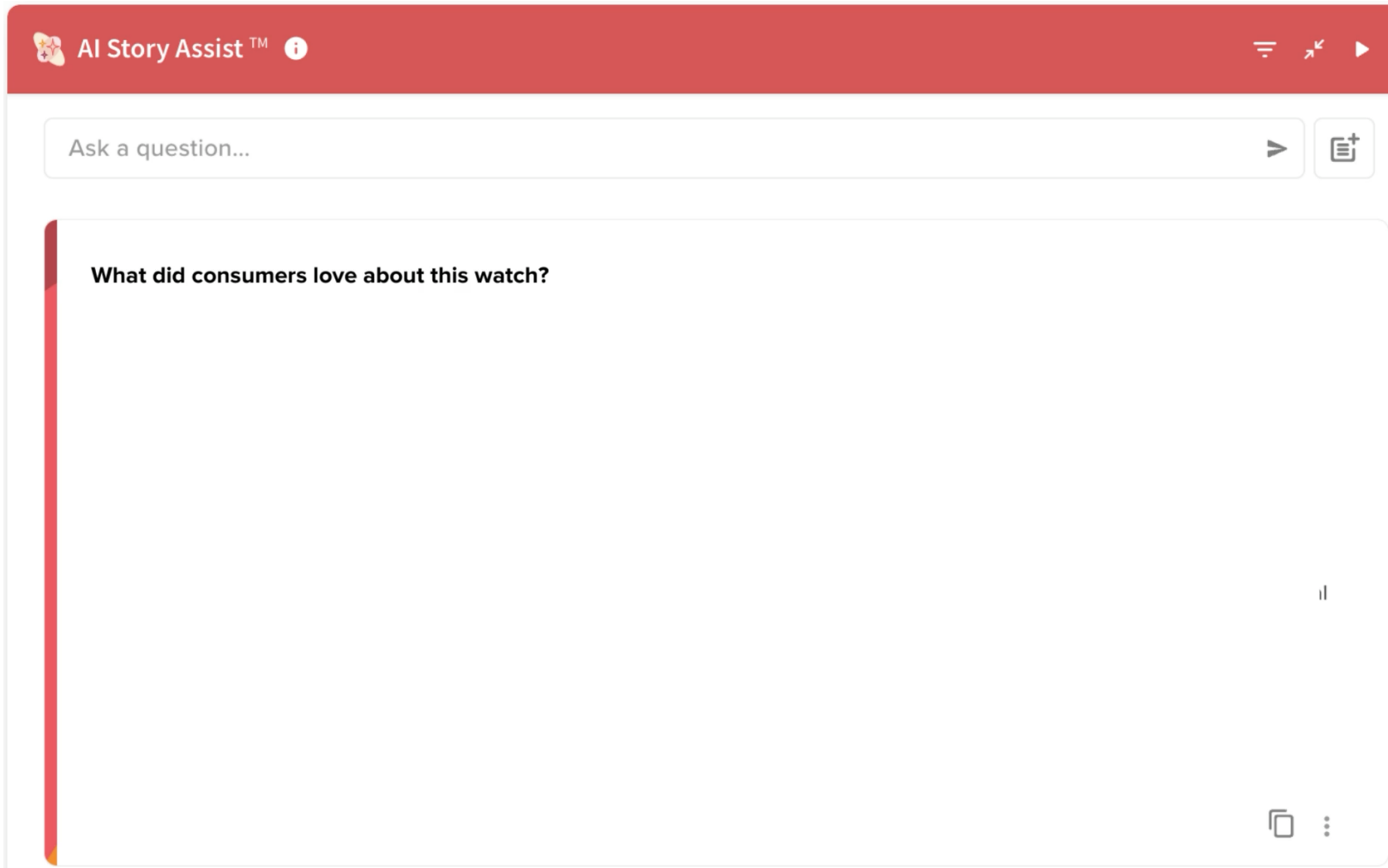
Manually looking for themes

2-3 DAYS

Business Questions to be Answered with Canvs AI

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

AI Question: What did consumers love about this watch?



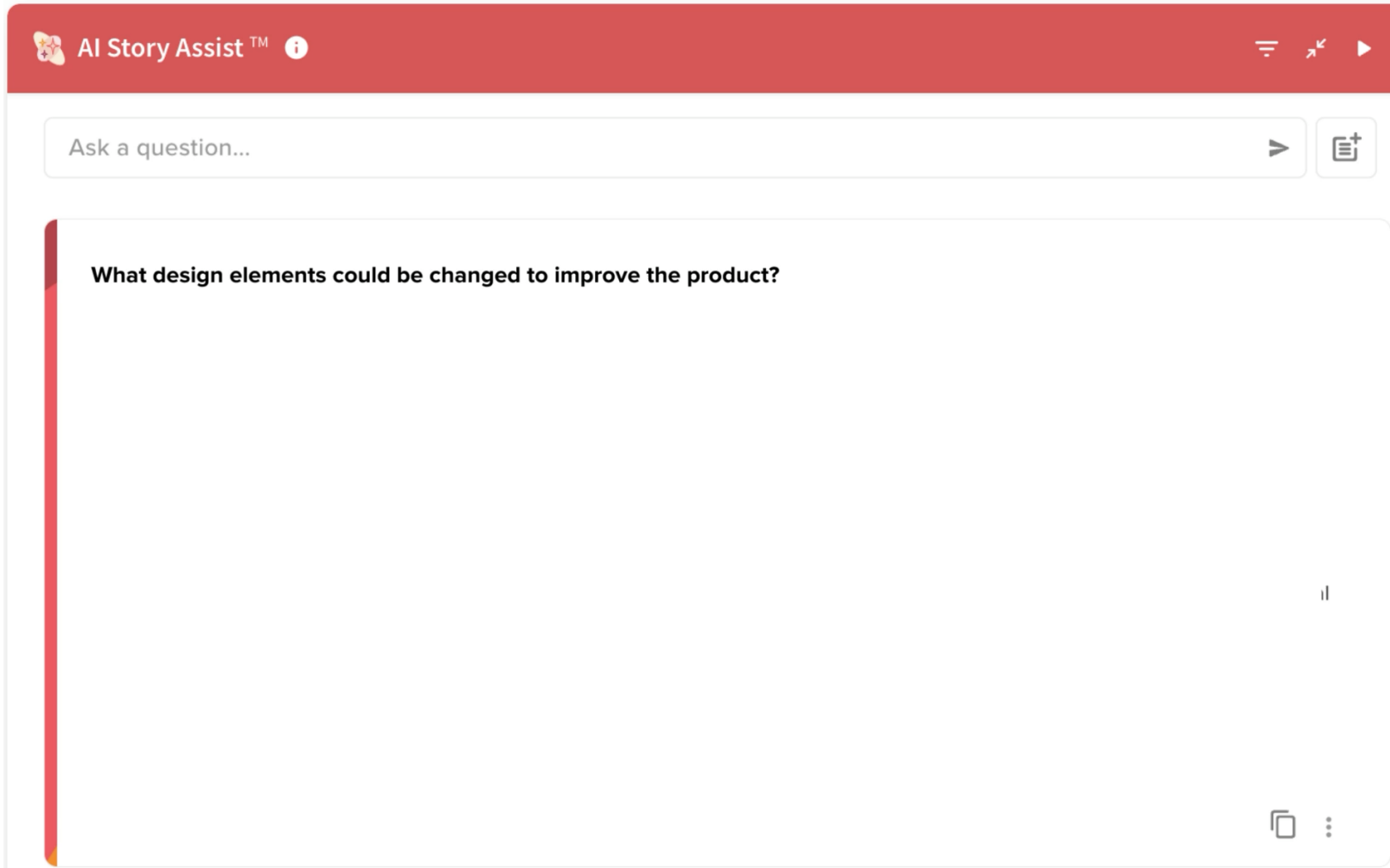
2.4K

Verbatims Analyzed

What did they love?

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

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



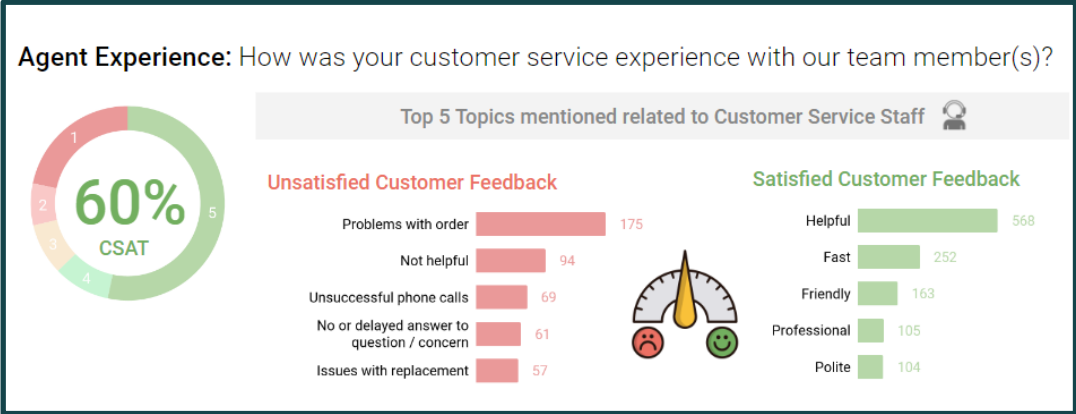
2.4K

Verbatims Analyzed

What design elements?

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

Case Example: Customer Care CSAT

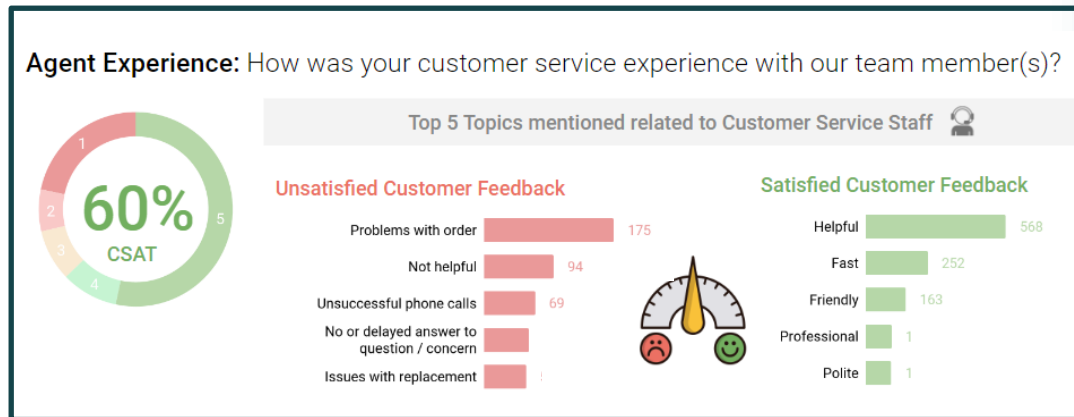


“So what?”
- Head of Customer Care

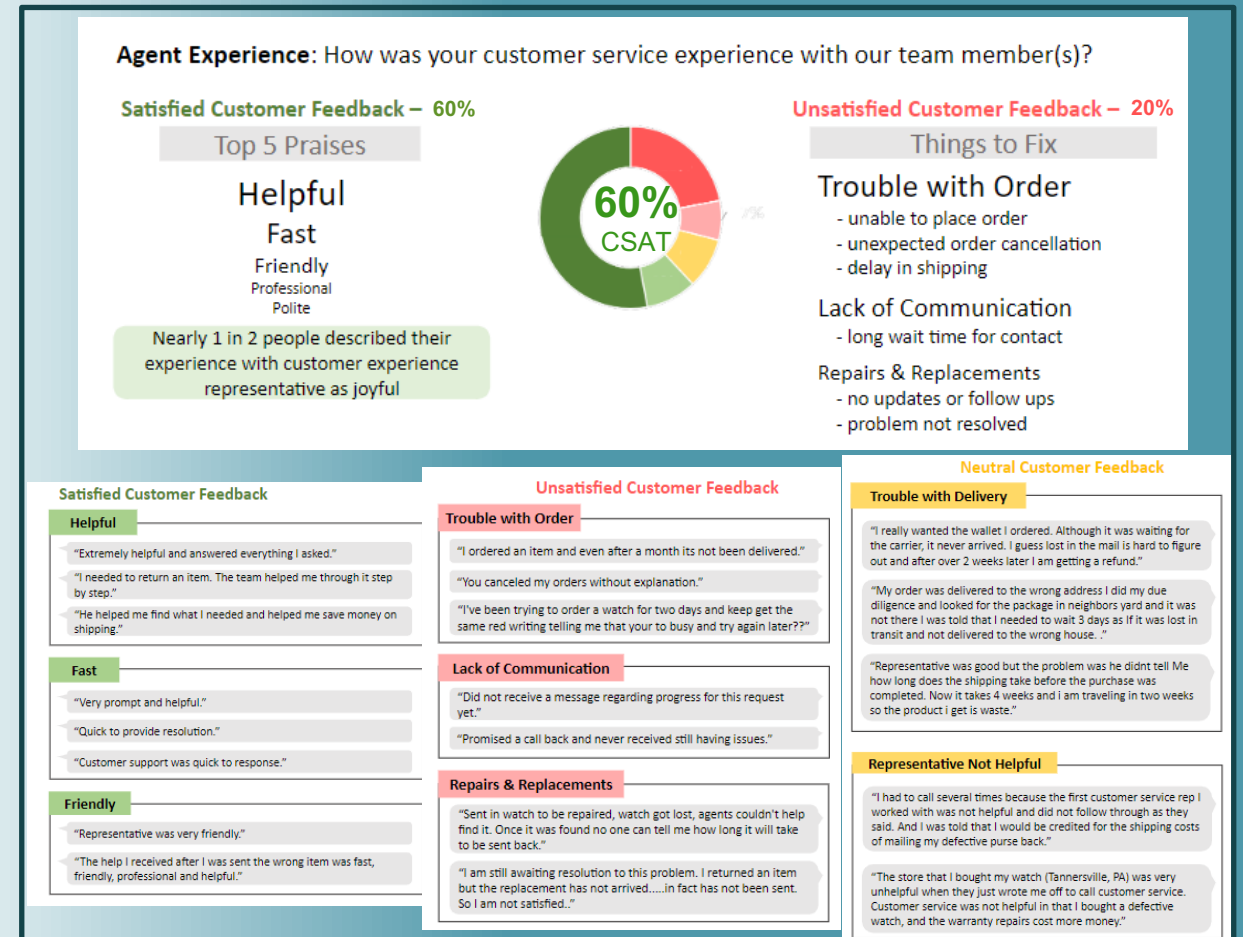
Qualitative Research Analysis – highly subjective, high impact output driven by researcher’s expertise

Same qualitative data | Varied level of experience

Analysis Output 1 Executed by Junior Researcher



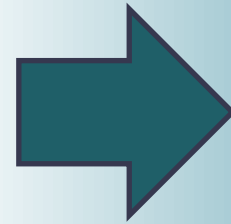
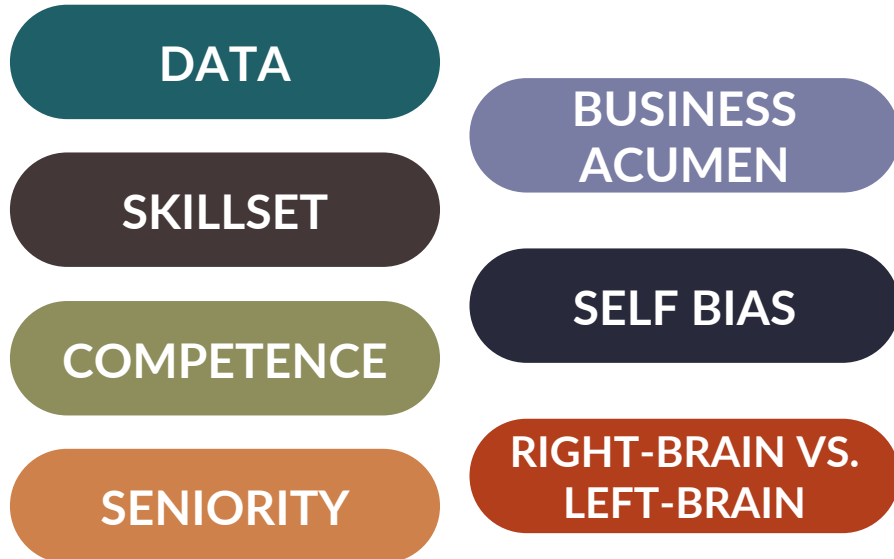
Analysis Output 2 Executed by Senior Researcher



Using AI to make EVERYONE an overachiever

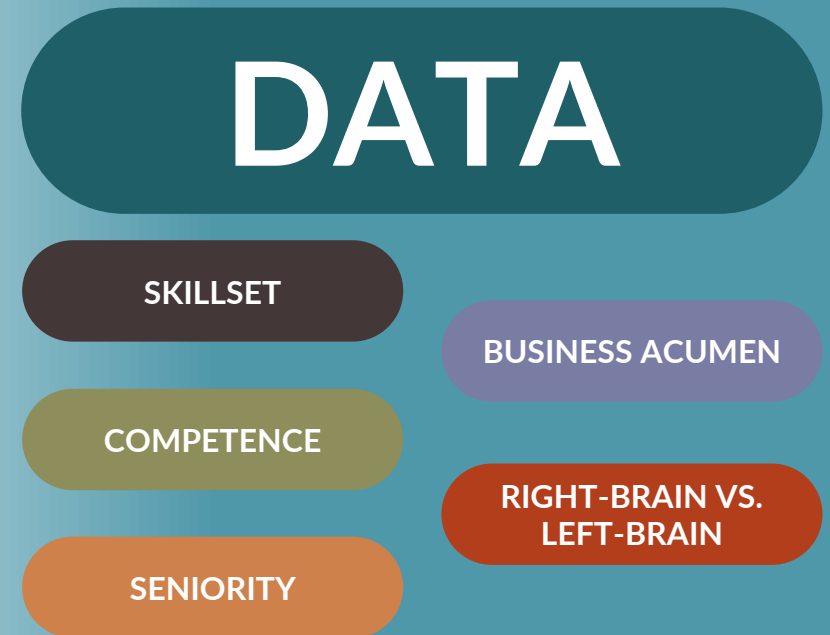
Before Canvs AI

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



With Canvs AI

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

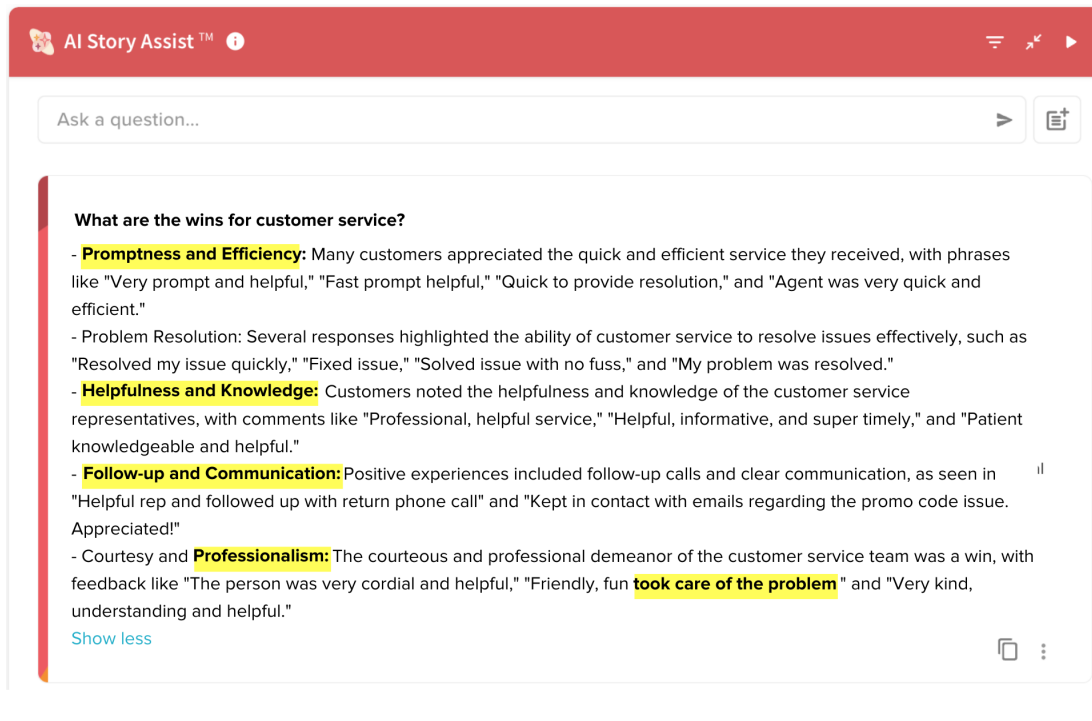


What are the wins for customer service?

Canvs AI Story Assist™ Output 1

Executed by Junior Researcher

Different Prompt, Consensus on the Insights



AI Story Assist™

Ask a question...

What are the wins for customer service?

- **Promptness and Efficiency:** Many customers appreciated the quick and efficient service they received, with phrases like "Very prompt and helpful," "Fast prompt helpful," "Quick to provide resolution," and "Agent was very quick and efficient."
- **Problem Resolution:** Several responses highlighted the ability of customer service to resolve issues effectively, such as "Resolved my issue quickly," "Fixed issue," "Solved issue with no fuss," and "My problem was resolved."
- **Helpfulness and Knowledge:** Customers noted the helpfulness and knowledge of the customer service representatives, with comments like "Professional, helpful service," "Helpful, informative, and super timely," and "Patient knowledgeable and helpful."
- **Follow-up and Communication:** Positive experiences included follow-up calls and clear communication, as seen in "Helpful rep and followed up with return phone call" and "Kept in contact with emails regarding the promo code issue. Appreciated!"
- **Courtesy and Professionalism:** The courteous and professional demeanor of the customer service team was a win, with feedback like "The person was very cordial and helpful," "Friendly, fun **took care of the problem**" and "Very kind, understanding and helpful."

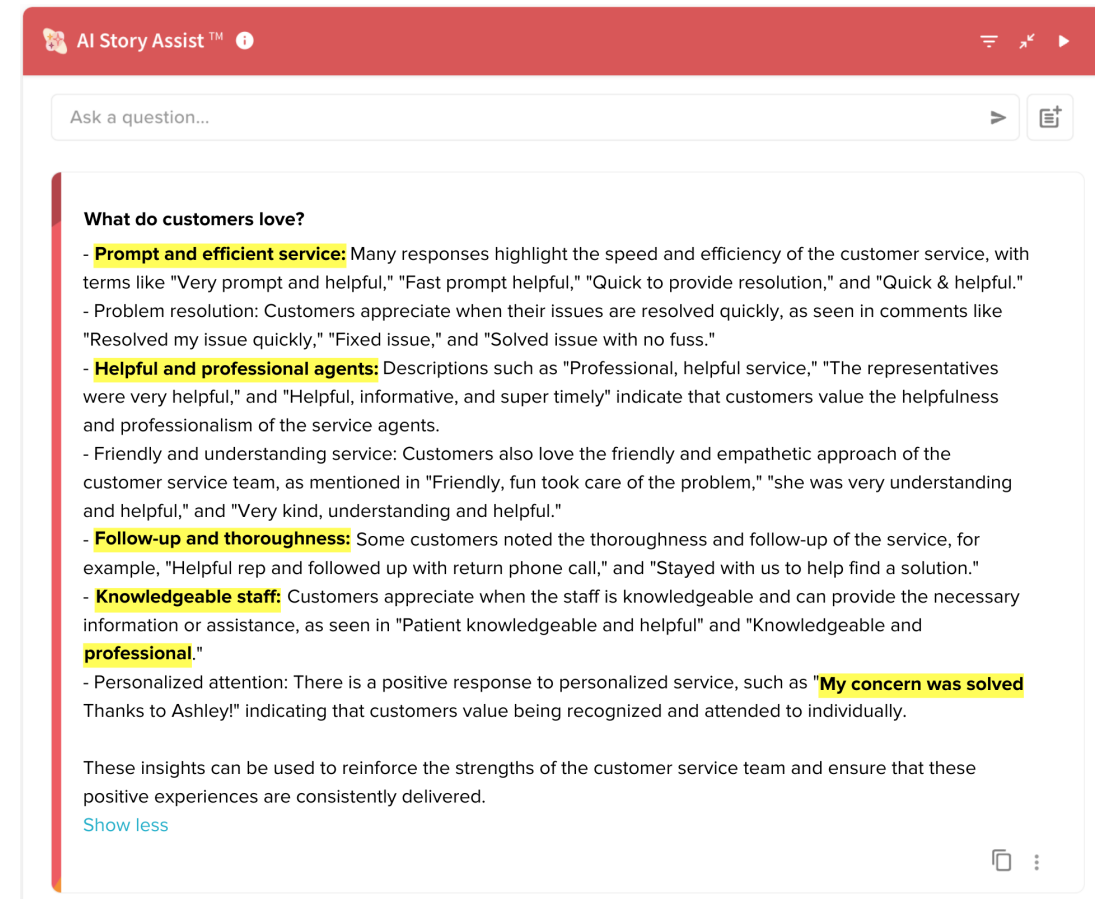
[Show less](#)

What do customers love?

Canvs AI Story Assist™ Output 2

Executed by Senior Researcher

Different Prompt, Consensus on the Insights



AI Story Assist™

Ask a question...

What do customers love?

- **Prompt and efficient service:** Many responses highlight the speed and efficiency of the customer service, with terms like "Very prompt and helpful," "Fast prompt helpful," "Quick to provide resolution," and "Quick & helpful."
- **Problem resolution:** Customers appreciate when their issues are resolved quickly, as seen in comments like "Resolved my issue quickly," "Fixed issue," and "Solved issue with no fuss."
- **Helpful and professional agents:** Descriptions such as "Professional, helpful service," "The representatives were very helpful," and "Helpful, informative, and super timely" indicate that customers value the helpfulness and professionalism of the service agents.
- **Friendly and understanding service:** Customers also love the friendly and empathetic approach of the customer service team, as mentioned in "Friendly, fun took care of the problem," "she was very understanding and helpful," and "Very kind, understanding and helpful."
- **Follow-up and thoroughness:** Some customers noted the thoroughness and follow-up of the service, for example, "Helpful rep and followed up with return phone call," and "Stayed with us to help find a solution."
- **Knowledgeable staff:** Customers appreciate when the staff is knowledgeable and can provide the necessary information or assistance, as seen in "Patient knowledgeable and helpful" and "Knowledgeable and professional."
- **Personalized attention:** There is a positive response to personalized service, such as "**My concern was solved** Thanks to Ashley!" indicating that customers value being recognized and attended to individually.

These insights can be used to reinforce the strengths of the customer service team and ensure that these positive experiences are consistently delivered.

[Show less](#)

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

Before Canvs AI

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

With Canvs AI

- < 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

★ TOP RATED 90% rate 5 star




MICHAEL KORS
Slim Runway Gold-Tone Stainless Steel Watch

CSAT

FOSSIL

What are you looking for?

[Spare Parts](#) [Track Order](#) [Return Order](#) [Start A Repair](#)



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

MY ORDER & DELIVERY

- 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 +
- I Didn't Receive A Confirmation Email +

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Thank You!

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

