

# How GenAI Reinvents the Customer-Centric Supply Chain



## Today's supply chain

CEOs increasingly look to the supply chain to strategically drive top-line growth. Due to critical shortages of key materials, resources and labor over the past three years, supply chains have become a driver of, rather than simply an enabler of, meeting the enterprise's financial growth targets. All told, 42% of chief supply chain officers anticipate that over the next two to four years their enterprises will expect the supply chain to maintain current margins while meeting expanding customer expectations. To meet this challenge, supply chains, which have historically been laser-focused on customers, must assert more direct contact with customers to better understand them, their needs and their experiences with the supply chain and the enterprise.

## GenAI challenges and solutions

The growth potential of GenAI could be diminished unless the risks it introduces are carefully considered and managed.



If the data sources used to understand customers fail to include a unique-to-the-supply-chain perspective, you risk missing important details.

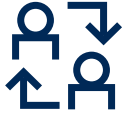


When deriving unique, proprietary information about customers' wants and needs through GenAI, you risk competitors gaining access to plans to develop competitive capabilities by analyzing the same customers using the same technology.



It's likely that at some point a team member will share something with a GenAI tool that they shouldn't, in an effort to innovate commercially or understand customers better, putting your intellectual property at risk.

Supply chain leaders can mitigate these GenAI-driven risks by:



**Working** with partners in the sales and marketing functions to directly access customers with supply-chain-relevant queries



**Providing** clear (and recurring) training for teams to remind them of the potential for harm that exists by leveraging GenAI



**Establishing** mitigation procedures for unintended IP exposure

## Seize the GenAI opportunity

GenAI can help supply chain organizations increase their focus on customers from the customers' perspective and to innovate commercially. For example, GenAI can help you recognize patterns in supply-chain-related services requested, diagnose customer pain points with the supply chain, and predict and anticipate the kinds of jobs-to-be-done your customers have. This can help the supply chain improve customer experience and develop new services that increase customer loyalty.

Gartner is here to help supply chain leaders understand and implement GenAI and stay ahead of emerging trends. [Visit the Generative AI Topic Center on gartner.com](#) to learn about GenAI applications, deployment models, major tech providers and more.



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