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Η είσοδος της τεχνητης νοημοσύνης στις εταιρείες πετρελοειδών

12 Jul 2024

In brief

98 years in Greece

Since 1926

Member of Motor Oil Group

Since July 2010

Licensee Agreement

For Shell brand in Greece, Cyprus, Croatia, Serbia, North Macedonia, Albania & Montenegro

Coral A.E.

~350 employees
6 lines of business
8 plants with total capacity +250K m3

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Coral Group

	Active Shell Sites
	808
	39
	11
	33
	3

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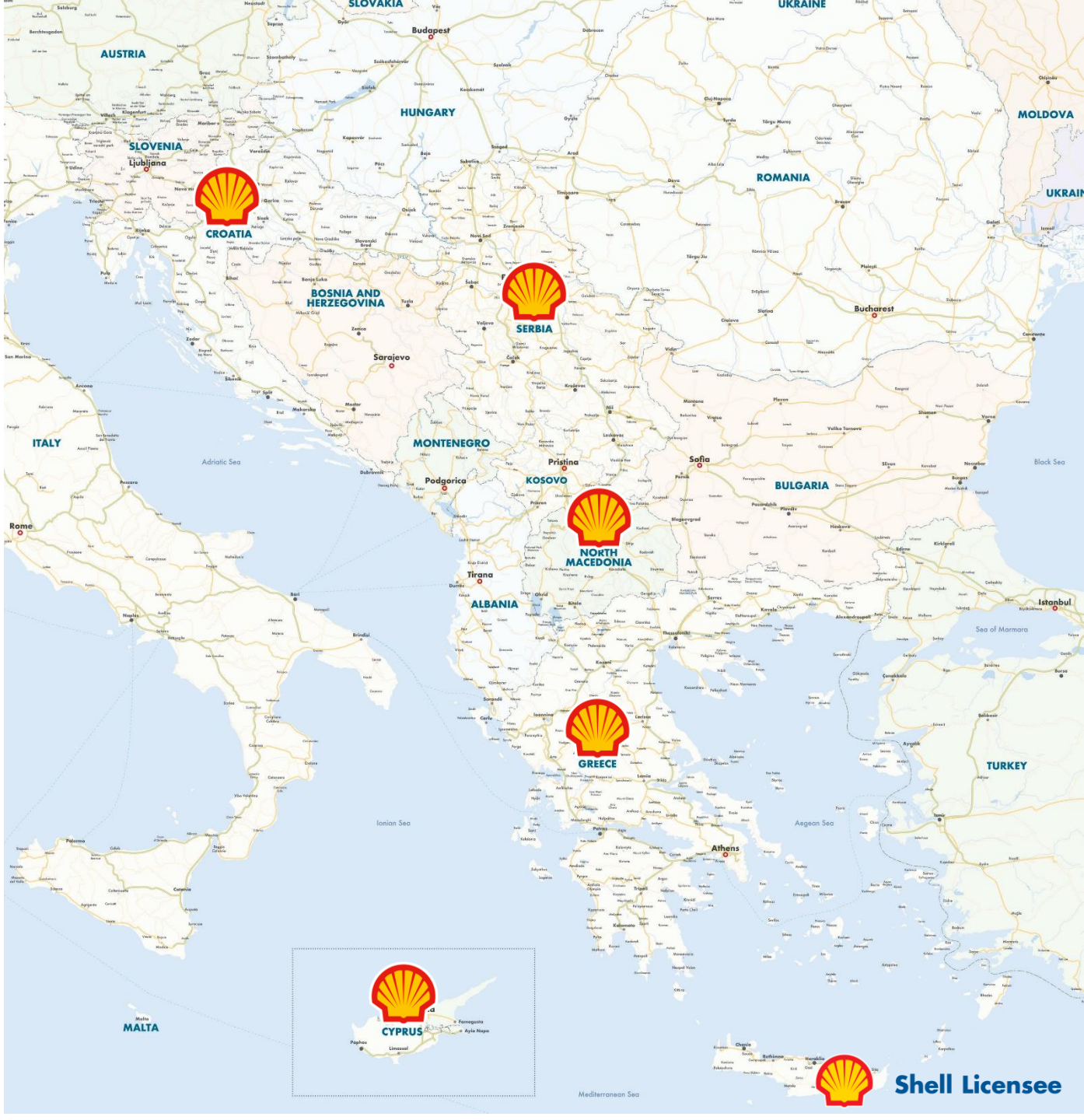
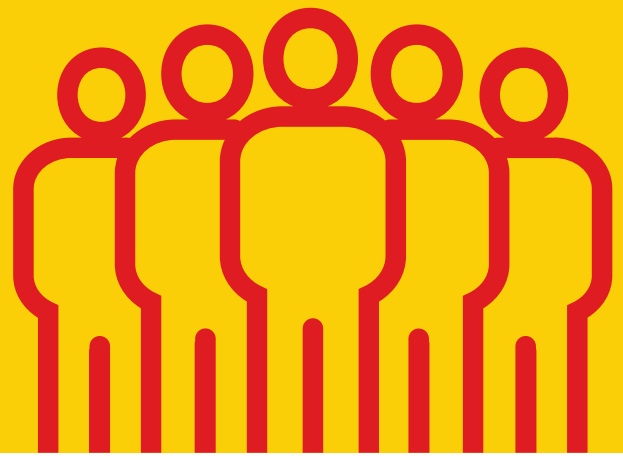


Shell Retail Network in Greece

98 YEARS
PRESENCE

200K
CUSTOMERS
VISIT SHELL SITES
EVERYDAY



450+
NEW SITES
2010-2023

808
BRANDED
SERVICE STATIONS

Shell V-Power
40%+
OF OUR CUSTOMERS
CHOOSE V-POWER

1M
ACTIVE
LOYAL CUSTOMERS

1.4
BILLION LITRES
OF FUEL PER YEAR

Our vision is to be the best mobility retailer, and customers' 1st choice.

Making everyday life's journeys better by offering world class products and convenience and by providing a unique customer experience.

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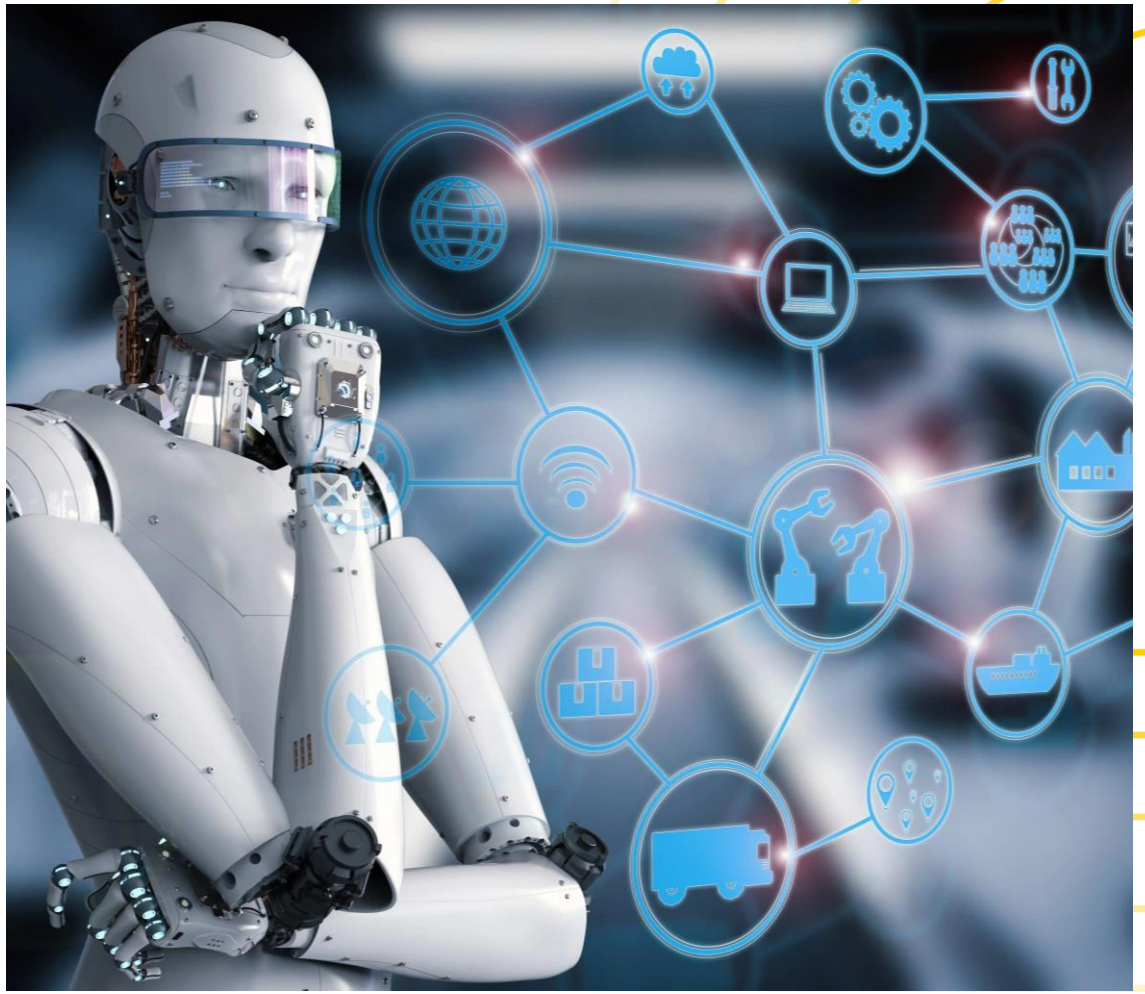
The introduction to AI technologies

Ai as a technology is increasingly appearing in our daily lives

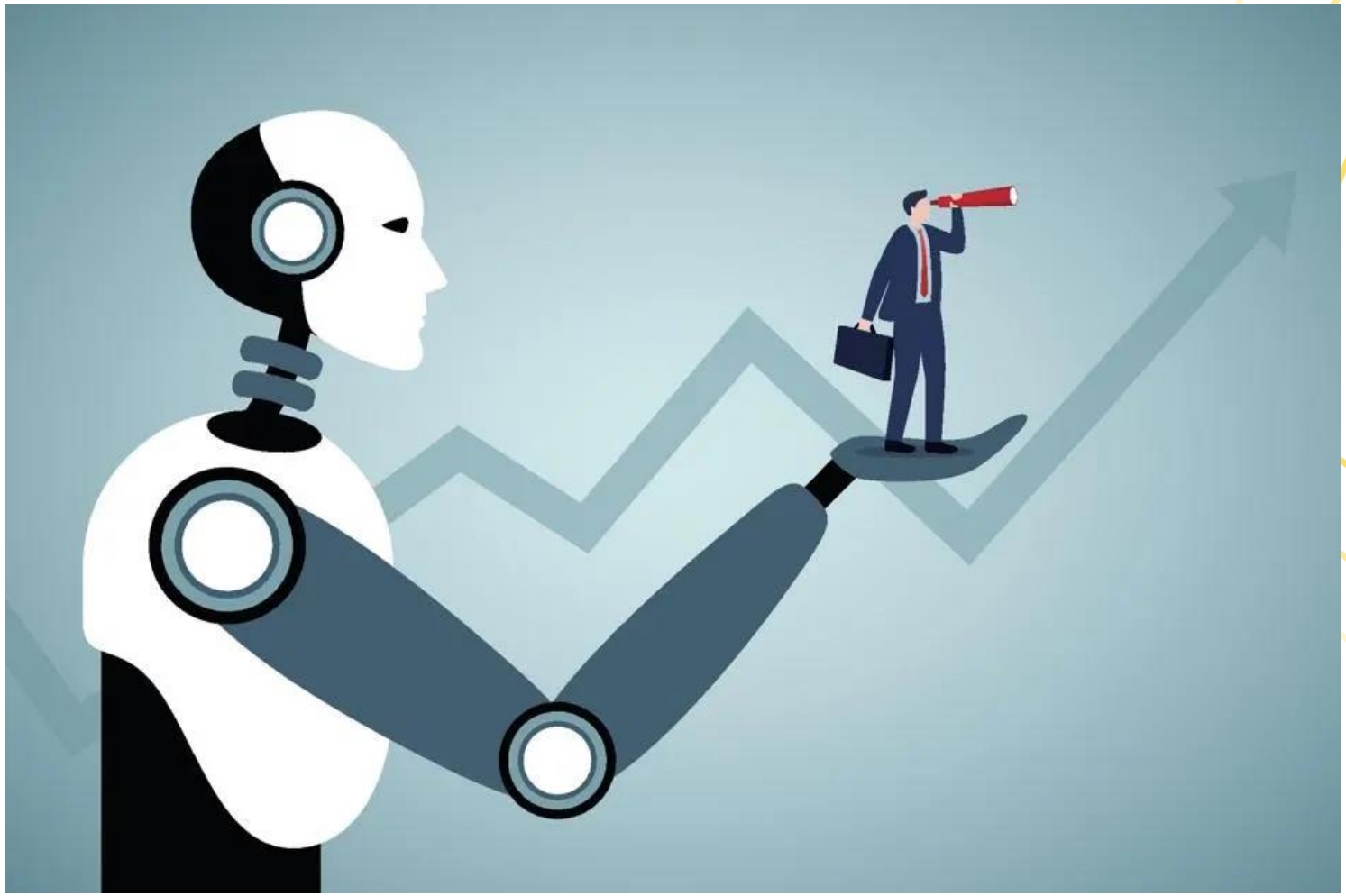
Chatbots like ChatGPT are becoming digital assistant for more and more individuals

The LLM (Large Language Model) AI models are evolving increasingly

More and more companies are making efforts to integrate the capabilities of AI and machine learning into their daily operations



Coral AI adoption



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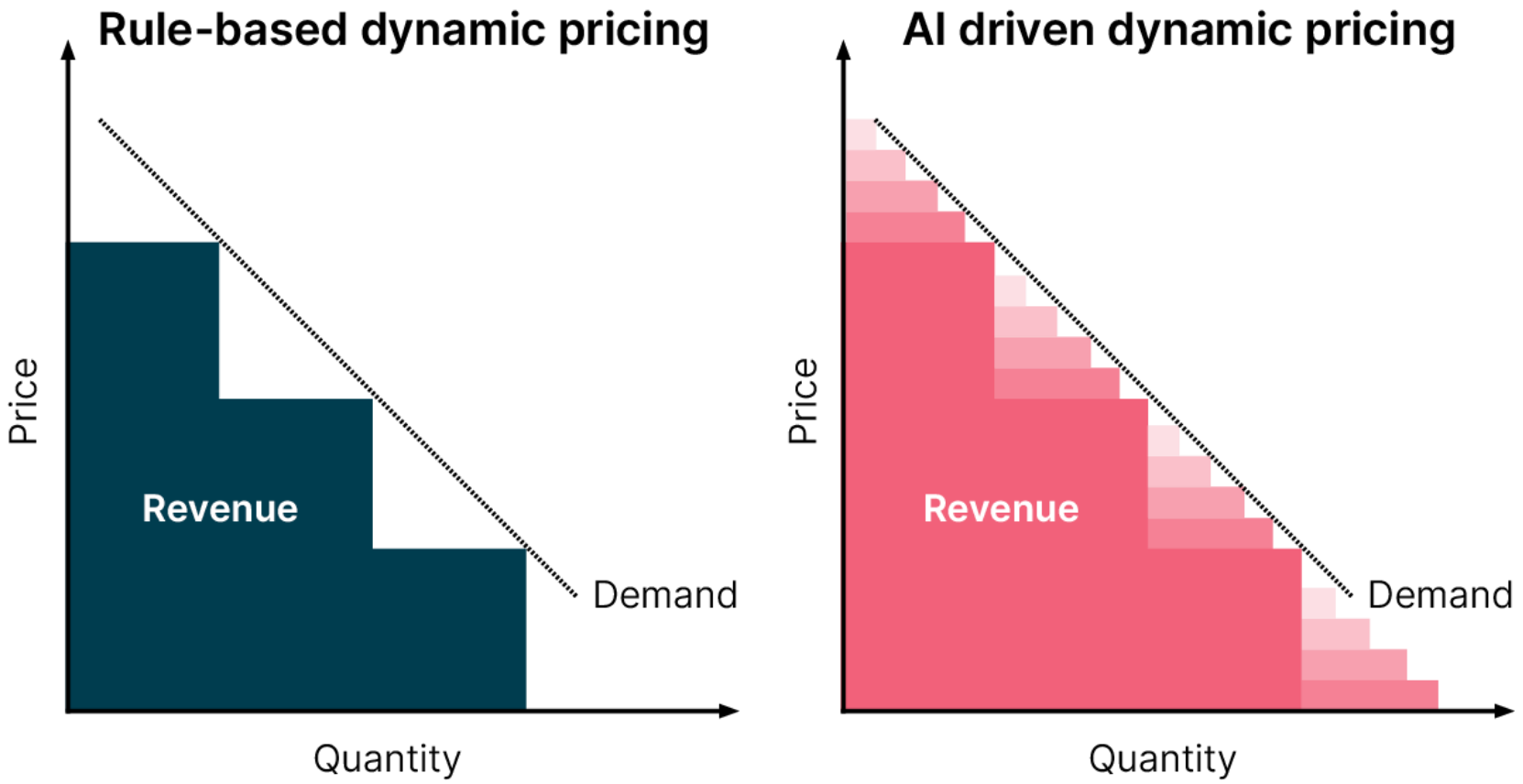
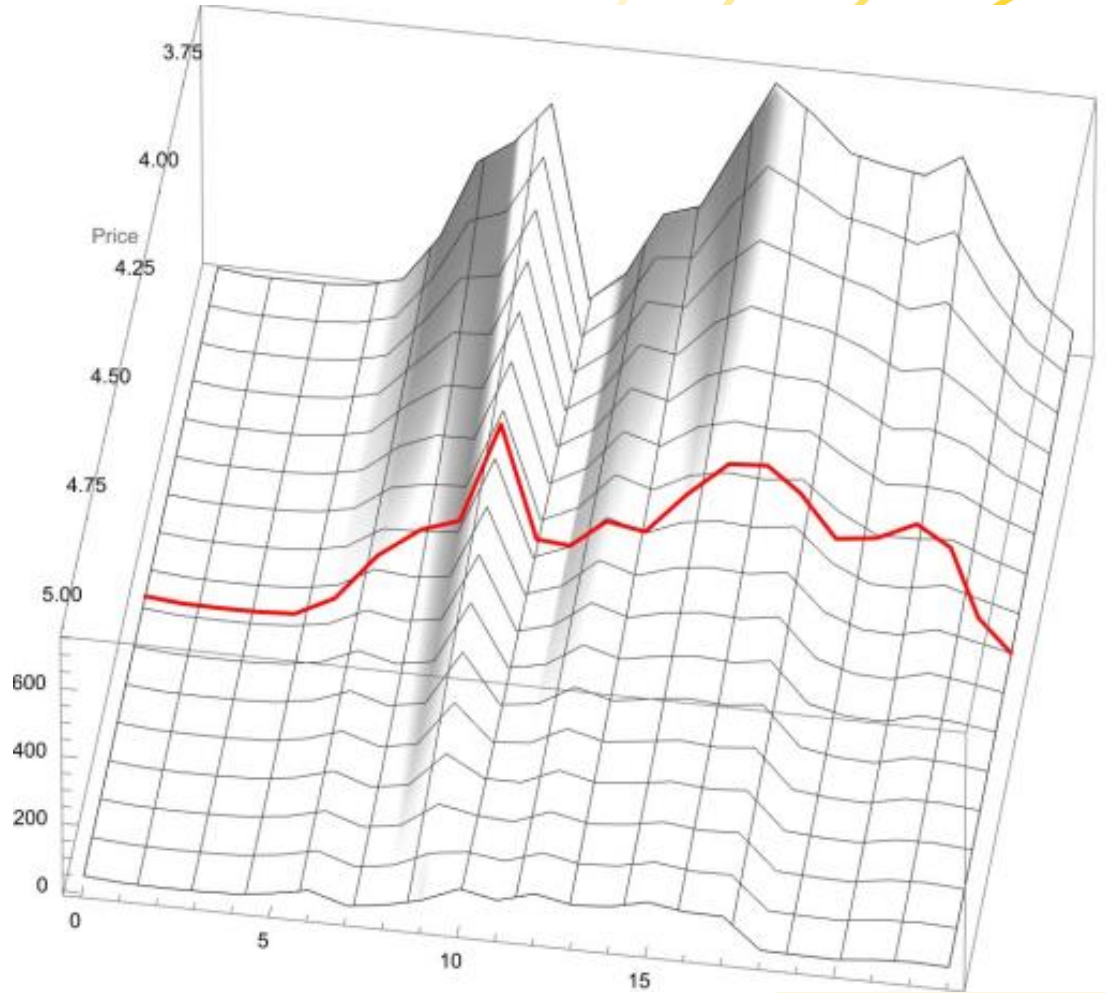
Dynamic Pricing



- Uses AI models to analyze data streams, identify patterns, seize opportunities and gain a competitive edge.
- Customers perception of pricing and their sensitivity to prices guide the ai models alongside correlations with factors like weather, traffic, locations, facilities and more
- Using self-learning ai models are always up-to-date for the changes that may occur in the market and in competition

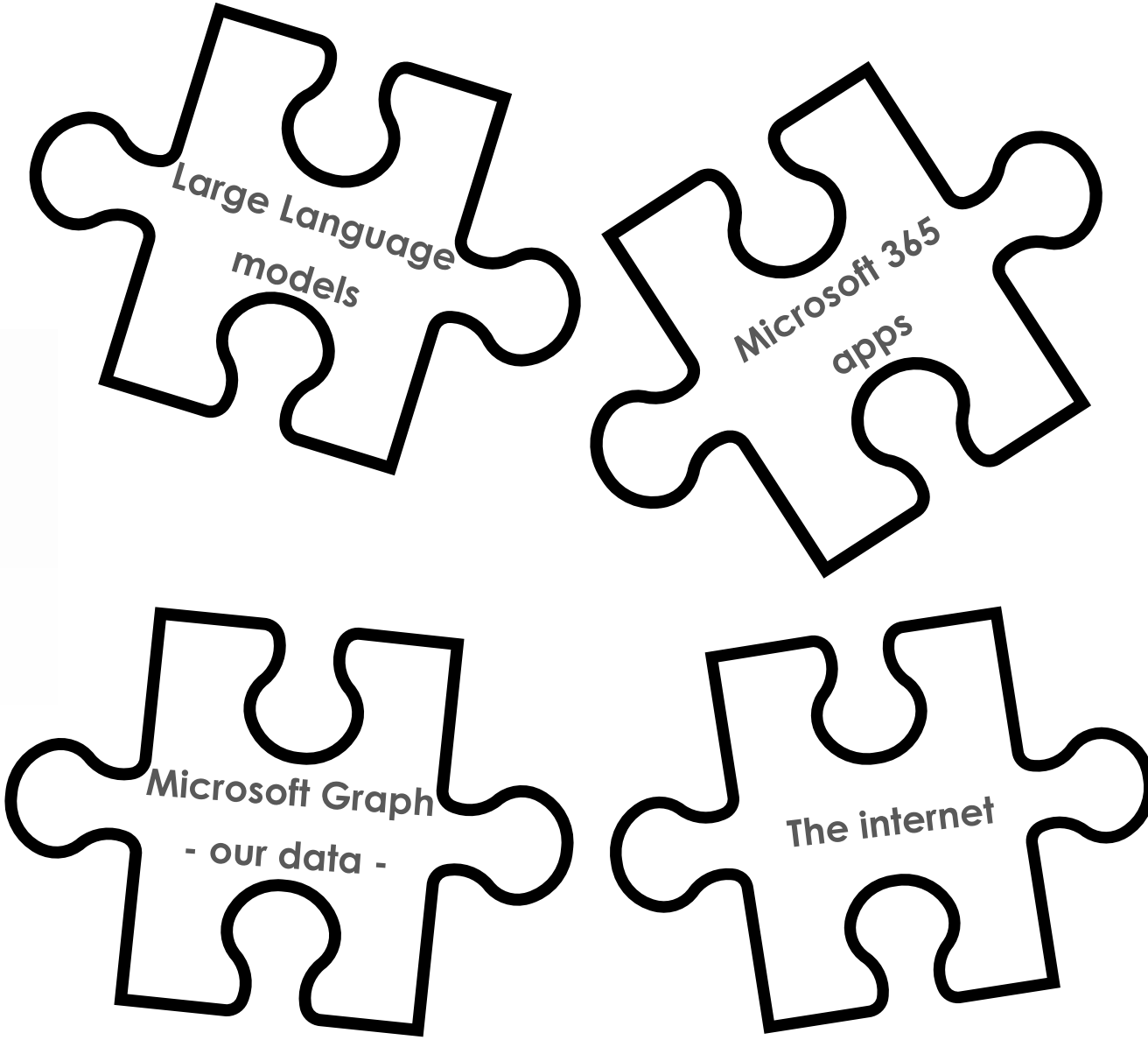
Dynamic Pricing

- Optimization of the company's pricing policy
- Proactive actions to maximize profitability and sales
- Better understanding of the market and competitors' differentiations to enable immediate actions
- Shifting Pricing Analysts from tactical to strategic roles, operating in innovative ways aligned with KPIs
- Data processing and data analysis creation aimed at better understanding the strengths and weaknesses of the company to enhance its performance



Copilot

Microsoft 365 Copilot



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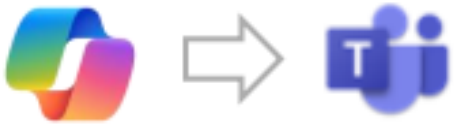
Copilot - Outlook

- Summary by Copilot
- Draft with Copilot
- Custom….
- Sound like me
- Tone: “Direct,” “Casual,” “Formal,” Make it a poem.”
- Length: “Short,” “Medium,” and “Long.”

Prompts to try in Outlook

- Write thank you note to the project team for their efforts
- Add a table from /file in the response and explain the insights driving the decision.
- Draft a reply to /person
- Write an email congratulating my team on the end of the fiscal year

Copilot – Teams Meeting



- Recap the meeting so far
- List action items
- Suggest follow up questions
- What questions are unresolved
- List different perspectives by topic.
- List the main items discussed.
- Generate meeting notes.

Prompts to try for effective meetings

- Where do we disagree on this topic
- How did respond to this proposal
- What questions can I ask to move the meeting forward
- What are some holes in ’s argument
- Create a table with ideas discussed and their pros and cons

Copilot – Power Point

- Create a presentation
- Create presentation from file.
- Add a slide about
- Add an image of.
- Ask: Give me specific example from this presentation on how I can improve it to share my manager's next leadership meeting

Prompts to try in PowerPoint

- Rewrite the text to be more concise
- Rewrite text to be 3 bullets
- Change the text format to make all titles in Arial font and make the titles bold and red

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Copilot - Word

- Draft with Copilot
- Rewrite with Copilot
- Write about….
- Change…
- Summarize this doc.
- Ask a question about this do

Prompts to try in Word

- Summarize the key points from the latest market research report /file
- Generate a competitive analysis of our product versus our competitors referencing /this file
- Write a product review for our new product based on this /MPF
- Write a press release announcing the launch of our new product …

Copilot – Excel

- Add formula columns
- Highlight.
- Sort and filter
- Analyze
- Show data insights
- Show suggestions for formula columns
- How can I highlight, filter and sort data?

Prompts to try in Excel

- What are the top 10 high performing gas stations
- What is the revenue for nfr in the gas stations shop
- How many campaign owners had over 1000 users targeted
- Add a column that indicates which gas stations are to be reviewed
- Round prices to nearest euro
- Only show sales in June

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Coral approach and policy of AI

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