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Wesfarmers accelerates AI capabilities with OpenAI partnership

Wesfarmers is committed to accelerating the use of AI across its businesses to support team member productivity and improve customer experience, both in stores and online.

As part of this commitment, Wesfarmers has entered into a partnership with OpenAI to make ChatGPT Enterprise available across the Group, along with customised training programs.

Wesfarmers Managing Director Rob Scott said the collaboration with OpenAI reflects the Group's focus on accelerating the use of AI to empower teams, strengthen businesses and enhance shareholder value.

"We continue to increase the use of AI across the Group, in areas such as demand forecasting, product design, customer service and experience, marketing effectiveness and conversational commerce," Mr Scott said. "By working with OpenAI, we can continue leveraging technology to enable growth and support productivity."

"We believe Australian businesses should adopt AI-driven solutions to remain globally competitive and this collaboration provides our team members with another tool and further training to take advantage of this transformative technology."