

PRESSEINFORMATION

„TakkoGPT“ - Takko Fashion Launches Corporate AI Chatbot GPT-4 for Employees

Telgte, 21. September 2023. The fashion discounter Takko Fashion is providing its employees at the headquarters in Telgte in Münsterland with access to a company-owned chatbot based on the market-leading AI language model GPT-4. The aim is to provide employees with uncomplicated and immediate access to this exciting technology while ensuring the necessary data security. Therefore, access is provided through a company-owned chatbot, which is intended to be further developed in-house in the future.

The AI language model is initially being made available department by department; in the future, all employees at the headquarters in Telgte are to be given access, followed by the international teams in the fashion discounter's 16 other country offices. In parallel, Takko Fashion is expanding its internal seminars to include AI trainings.

Bastian King, CIO Takko Fashion: „While we already use AI at Takko Fashion for specific tasks such as location analysis in expansion and for discounts in stores, the current GPT-4 instance marks the starting shot for our future AI offensive at Takko Fashion. At this point in time, we are enabling our colleagues to work easily and securely with the chatbot based on GPT-4. In this way, our teams can learn to work with AI-supported tools in a secure environment. In the future, we will further develop our chatbot in-house and enrich it with company-specific data and functions in order to be able to fully exploit the potential of generative AI.“

About Takko Fashion

Takko Fashion owns and operates almost 2,000 quality discount stores in 17 countries across Europe. In online as well as offline sales, the company offers quality fashion collections at an attractive price. As a member of the Fair Wear Foundation, the Partnership for Sustainable Textiles, and as a partner of the Better Cotton Initiative, Takko Fashion is committed to sustainable and responsible production conditions as well as improving cotton farming globally.

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