

# Wie verändert KI unser Berufsleben?

Einblicke aus Marketing und Vertrieb anhand von  
Praxisbeispielen

# Agenda

---

KI: Zum Stand der Dinge

---

Beispiele Marketing/Vertrieb

---

Das Produktivitätsversprechen

---

Impact auf den Arbeitsmarkt

---

Was tun?

# KI: Zum Stand der Dinge in Marketing und Vertrieb

GenAI ist nur der jüngste Zweig der KI-Evolution.



„Generative künstliche Intelligenz ist eine Art von künstlicher Intelligenz, welche verschiedene Arten von Inhalten generieren kann.“ (Texte, Bilder, Video, Audio)

## TREIBER DER GEN AI NUTZUNG:

Die Nutzung dieser KI basierten Tools ist ohne Programmierkenntnisse in normaler Sprache möglich. Die Einfachheit der Nutzung ist vergleichbar mit anderen Softwaretools für Anwender.

Launch ChatGPT Nov. 2022:  
schnellste Verbreitung einer Software  
jemals

# 100 Millionen

ChatGPT Nutzer bis Januar 2023, heute ca. 180 Mill.

# 1.6 Mrd. Visits

hat OpenAI/Monat

WELCHE BRANCHEN HABEN DAS GRÖßTE POTENTIAL?

75% der möglichen  
Produktivitätssteigerungen entfallen  
auf stark wissens- und  
personalbasierte Branchen wie  
**Kundenservice, Marketing,**  
Softwareentwicklung und Forschung

WELCHE EINSATZMÖGLICHKEITEN SEHEN MARKETING-EXPERTEN?

- Datenanalyse 90%
- Suchmaschinenoptimierung 89%
- Kundenservice 89%
- Contentgenerierung 86%
- Bild- und Videoerstellung 86%

JA, ABER..

Kann man GenAI überhaupt  
vertrauen?  
LLMs neigen zum „Halluzinieren“



KANN MAN DER GEN AI VERTRAUEN?

Keine Faktensuchmaschine,  
sondern  
„Wortwahrscheinlichkeitsmaschine“

Meckel/Steinacker

KANN MAN DER GEN AI VERTRAUEN?

Für die meisten Einsatzbereiche im Marketing kann man dieses Problem umgehen - solange der Mensch im Spiel bleibt

# Praxisbeispiele aus Marketing und Vertrieb

# Jasper AI

31% der Vertriebler nutzen GenAI Tools zur Produktivitätssteigerung (Hubspot USA)



## Blog Writing

Blog writing made better with AI-powered writing, editing, and optimization.

[Explore Use Case ↗](#)



## Copywriting

Write copy that converts with Jasper's AI copywriting solutions.

[Explore Use Case ↗](#)



## SEO

Boost traffic and conversions with AI-powered content creation, optimization, and SEO-friendly integrations.

[Explore Use Case ↗](#)



## Content Strategy

Level-up your content strategy with AI-powered content repurposing, optimization, and collaboration.

[Explore Use Case ↗](#)



## Social Media Marketing

AI-powered social media tools to help you create captions and repurpose content at-scale.

[Explore Use Case ↗](#)



## Email Marketing

Engage your audiences and increase open rates with AI-powered email marketing.

[Explore Use Case ↗](#)

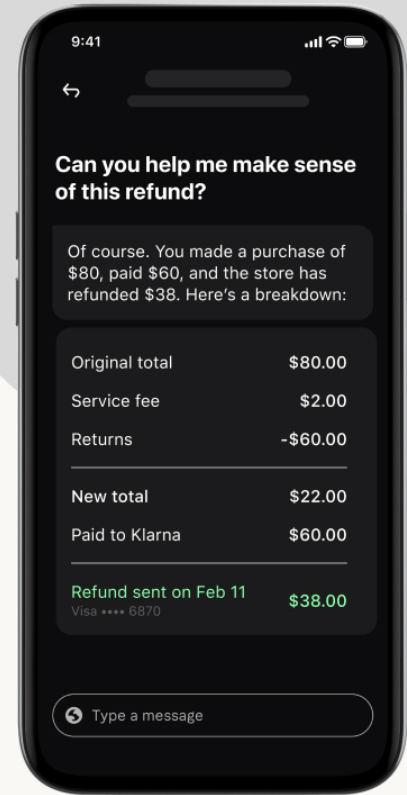
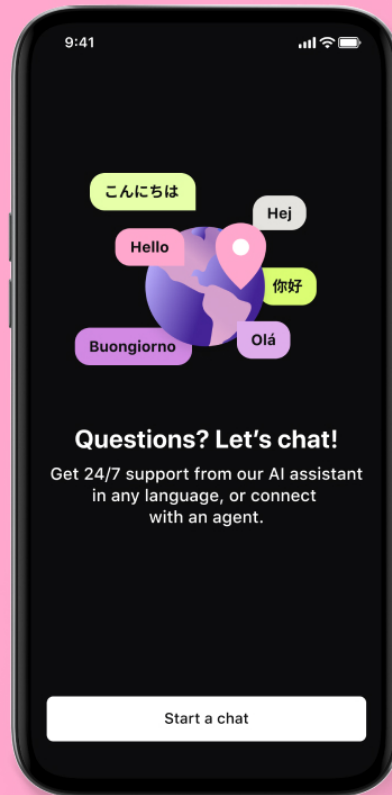
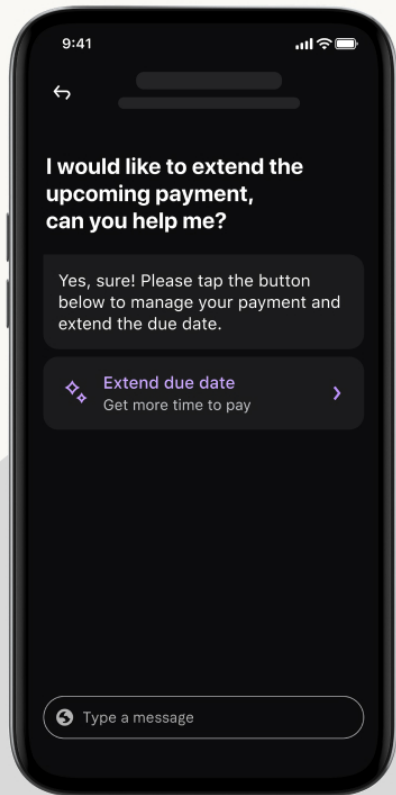
KEIN VERTRIEB OHNE MENSCHEN

9 von 10 Vertriebler nutzen GenAI  
Content als Ausgangspunkt ihrer  
Arbeit. Sie ersetzt Vertriebler (bisher)  
nicht.

Umfrage Hubspot USA 2023

# Klarna-AI

KI-Kundendienstassistent bearbeitet 2/3  
aller Anfragen (Januar 2024)



**Klarna**



Einführung Februar 2024  
In einem Monat 2,3 Mio. Support-  
Anfragen bearbeitet  
Entspricht 700 Vollzeitstellen  
40 Mio. \$ Einsparungen/Jahr

# A11y-AI

Barrierefreiheits-Check in natürlicher  
Sprache aus Sicht der Betroffenen

# Barrierefreiheitsstärkungsgesetz (BFSG) Juni 2025

# 10%

der deutschen Bevölkerung haben eine erhebliche Einschränkung/Behinderung,  
die sich auch in der eingeschränkten Nutzung des Internet spiegelt

# 75%

der am häufigsten genutzten Online Shops sind  
nicht (oder eingeschränkt) nutzbar für Menschen,  
die Assistenz-Tools nutzen.

- Message: The page does not provide a way to quickly navigate to the main content (ARIA "main" landmark or a skip link)
- Message: The <svg> element has the id "eye-closed" that is already in use
- Message: The <div> element has the id "eye" that is already in use
- Message: Content is not within a landmark element
- Message: Verify color is not used as the only visual means of conveying information
- Message: Verify there is a way to bypass blocks of content that are repeated on multiple Web pages
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 16px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400

- Message: The page does not provide a way to quickly navigate to the main content (ARIA "main" landmark or a skip link)
- Message: The <svg> element has the id "eye-closed" that is already in use
- Message: The <div> element has the id "eye" that is already in use
- Message: Content is not within a landmark element
- Message: Verify color is not used as the only visual means of conveying information
- Message: Verify there is a way to bypass blocks of content that are repeated on multiple Web pages
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 16px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400

- Message: The page does not provide a way to quickly navigate to the main content (ARIA "main" landmark or a skip link)
- Message: The <svg> element has the id "eye-closed" that is already in use
- Message: The <div> element has the id "eye" that is already in use
- Message: Content is not within a landmark element
- Message: Verify color is not used as the only visual means of conveying information
- Message: Verify there is a way to bypass blocks of content that are repeated on multiple Web pages
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 16px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400
- Message: Verify the contrast ratio of the text against the lightest and the darkest colors of the background meets the WCAG 2.1 AA minimum requirements for text of size 30px and weight of 400

"I can no longer explore my favorite recipe blogs. It's like trying to decipher hieroglyphics."

Claudia, 62 years

Architect, grandmother and passionate foodie, using the internet with declining eyesight.



How does Claudia feel about

[www.zalando.de](http://www.zalando.de)



45 credits left for today



Claudia, 62 years

Likes to experiment in the kitchen and has low vision.

Has a macular degeneration ⓘ

Changes colors for contrast ⓘ

Uses a screen magnifier ⓘ

As an architect, I often visit **Zalando** to draw inspiration from the latest fashion trends, which subtly infuse my architectural designs with contemporary hues and textures. Living with **macular degeneration** has certainly posed challenges, but it has not quenched my passion for blending personal expression with practicality in both my professional and sartorial choices. Indeed, Zalando has become an integral part of my routine, where the interplay of fashion and architecture dances before my eyes, albeit blurred and hard to discern. It resonates with my core belief that **creativity transcends physical limitations**, allowing me to present a slice of my individuality to the world. Yet, the website's current form creates a barrier rather than a bridge to these aspirations, failing to accommodate the needs that come with my visual impairment.

Navigating Zalando, I am met with a wave of **frustration and disappointment**; the excitement of exploration is dampened by the site's disregard for my accessibility needs. These emotions are compounded by the lost opportunity for inclusion, a stark reminder that the digital world often overlooks diverse experiences like mine. This oversight beckons a pressing conversation on the **specific accessibility shortcomings** I face, which we will delve into next, hoping for a future where no one is left behind in the digital fashion avenue.

① Exploring the Zalando website without a **level-one heading** is like an architect trying to decipher a blueprint without a title block. My **screen magnification tools** are my blueprint reader, designed to bring the fine details into focus and help me piece together the overall design.

¶

*However, the absence of a clear, top-level heading is like missing the key to a complex architectural plan.*

Without this, I'm left to navigate the intricate patterns of the layout blindly, unable to quickly identify the foundation—the main content around which everything else is constructed. This oversight not only impedes my journey through the layers of fashion but also echoes the frustration of a blurred vision that reduces the vividness of textures and colors, fundamental in both my personal style choices and my architectural designs.

② In addition to the frustration caused by unclear headings, the experience is further hampered when elements marked as 'presentation' or 'none' are incorrectly made focusable. I imagine this to be akin to an architect encountering decorative elements on a building facade that are mistakenly structural. My **screen reader** and **magnification tools** depend on the integrity of these markers to navigate efficiently.

¶

*When focused on mere ornamentation, it's like mistaking a decorative column for a load-bearing one, leading to unnecessary scrutiny.*

This confusion interrupts my exploration of fashion trends and comfortable footwear, much like a misleading detail on a blueprint that distracts from the artistry of the design. It disrupts the rhythm of my browsing, as though I'm tripping over an unexpected step, and detracts from the seamless experience that should accompany the synthesis of fashion and functional architecture.

In a nutshell, the **web should be a place where everyone, regardless of ability, can explore and express their passions**. It's disheartening when my **macular degeneration** becomes a barrier to accessing sites like Zalando, where I seek inspiration and express my **creativity through fashion**. My belief that **design transcends limitations** clashes with the reality of insufficient accessibility features, which makes navigating the website not just a challenge, but a reminder of the exclusion we face. It's a clear miss in an era where inclusivity should be the norm, not the exception.



# Open-AI/Sora

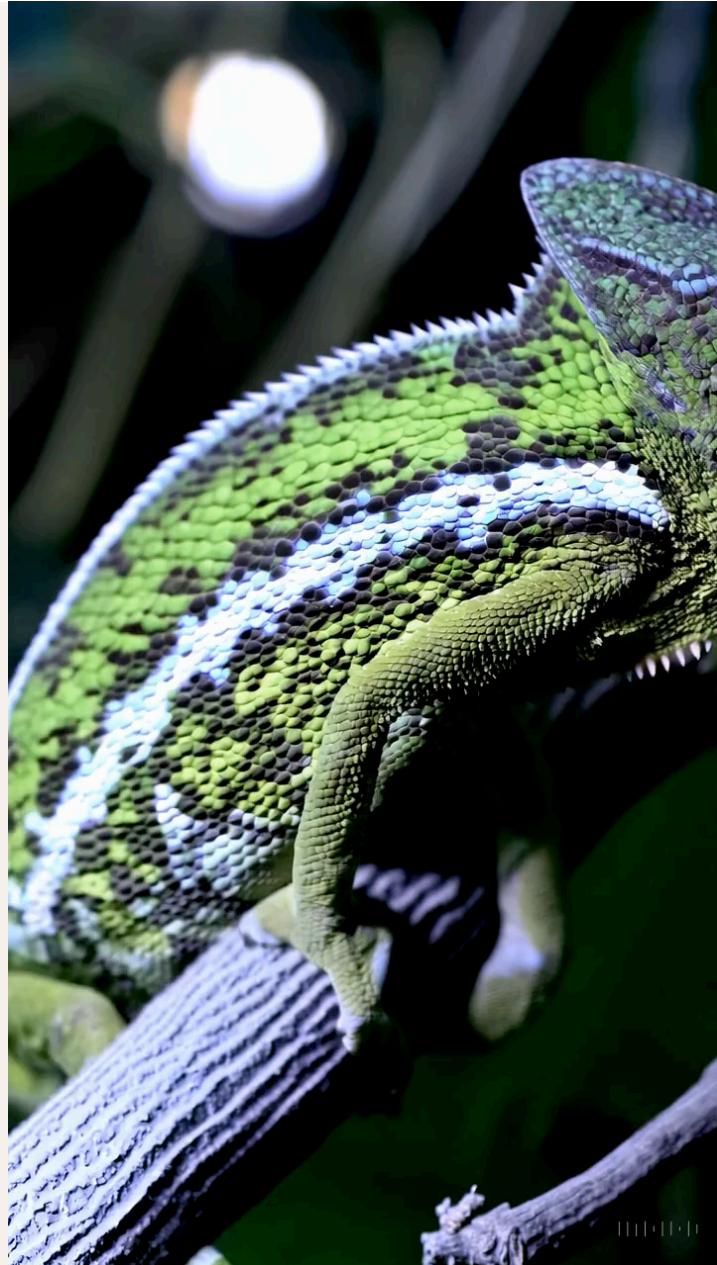
Video-Content Kreation (TV, Social Media)





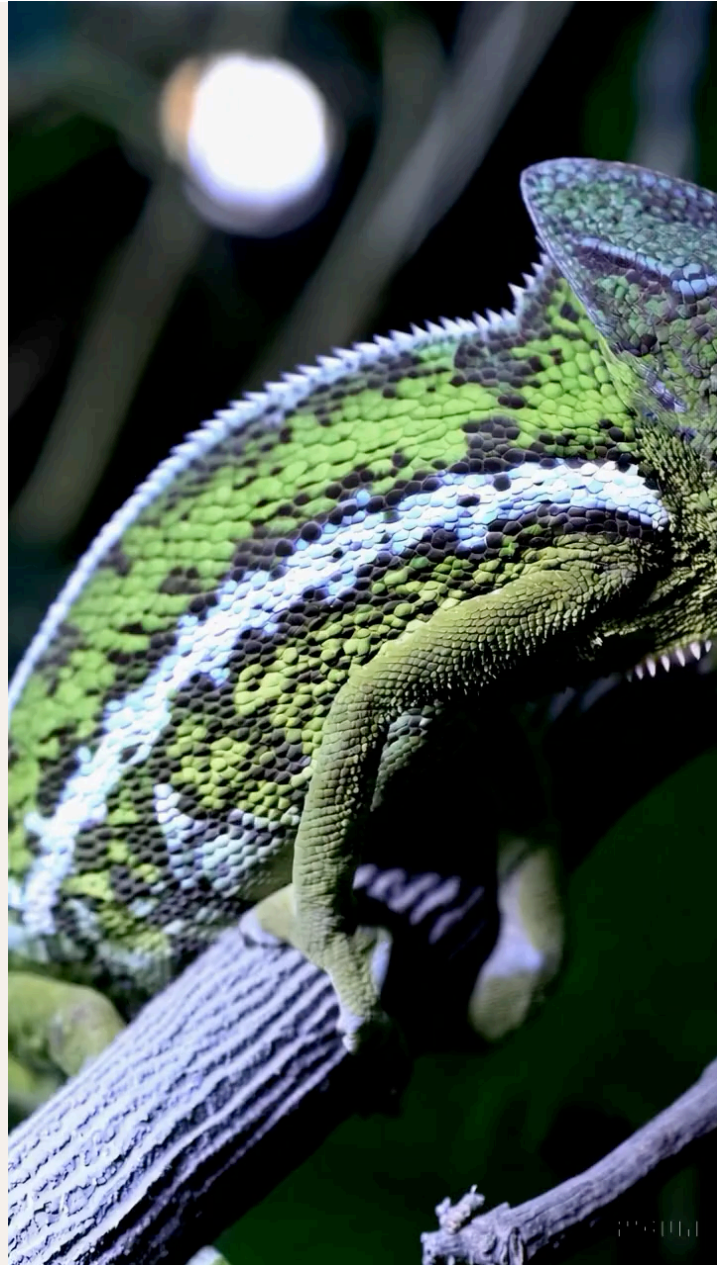












# Das Produktivitätsversprechen



## PRODUKTIVITÄT

Seit 20 Jahren sehr geringes  
Produktivitätswachstum - trotz  
Siegeszug der Digitalisierung

## PRODUKTIVITÄTSPARADOX

„Wir sehen das Computerzeitalter  
überall, nur nicht in den  
Produktivitätsstatistiken.“

GenAI kann „theoretisch einen jährlichen Produktivitätszuwachs von 2,6 bis 4,4 Billionen US-Dollar ermöglichen.“

# 10% - 40%

Zusätzliche Steigerung der Produktivität durch Gen  
AI im Vergleich zu den Auswirkungen von anderen  
Formen der KI möglich

# Auswirkungen auf den Arbeitsmarkt

Google's Sundar Pinchai thinks A.I. will spur 'big societal labor market disruptions'

...“these models could have notable economic, social and policy implications.”

# Goldman Sachs: 300 Millionen Jobs könnten verloren gehen



## SORGE VOR VERLUST DES ARBEITSPLATZ

**49% der Befragten sind besorgt, dass KI ihren Job überflüssig macht.**

41% des Arbeitstags von Vertrieblern  
sind geprägt durch Administration und  
nicht durch Verkaufen

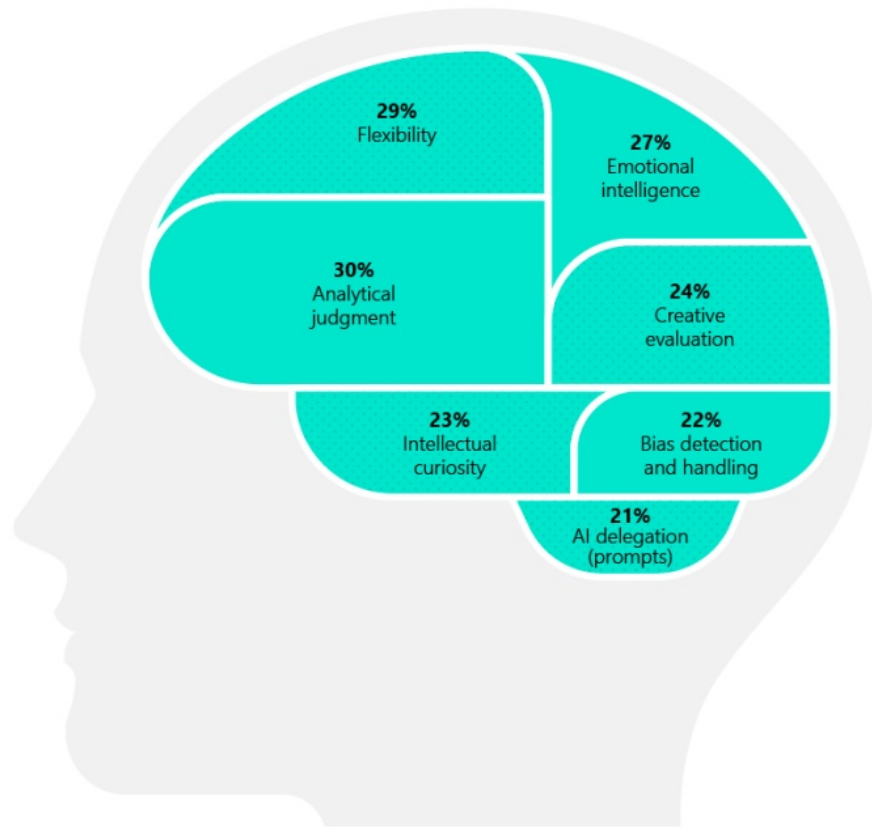
44% der Entscheider sehen  
Fachkräftemangel in Marketing und  
Kommunikation als wichtigstes  
Problem

Was tun?

CHANCEN ÜBERWIEGEN SORGEN AUS SICHT DER ARBEITNEHMER

70% der Arbeitnehmer würden soviel Arbeit wie möglich an KI delegieren, um Arbeitsbelastung zu senken.

## New Skills for a New Way of Working



Find more data-driven insights [on WorkLab](#)



# Arbeitnehmer brauchen ein breites Spektrum kritischer Denkfähigkeit

Survey question: Which of the following skills do you think will be essential for your employees to learn to evolve with these potential changes?

3% setzen GenAI zentral ein, 6%  
planen das für 2025  
54% der Unternehmen sehen sich gar  
nicht von KI betroffen

Unternehmen brauchen eine KI-Strategie, die auf das eigene Unternehmen zugeschnitten ist.



Wir überschätzen oft kurzfristige  
Auswirkungen technischer  
Revolutionen und unterschätzen die  
mittel- und langfristigen  
Veränderungen.



Entweder man disruptiert das eigene  
Geschäft und den Markt, oder man  
wird disruptiert.