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Coles accelerates AI adoption in retail with OpenAI

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Coles is the first major Australian retailer to deploy ChatGPT enterprise at scale as part of its new collaboration with OpenAI, empowering team members with cutting-edge tools and exploring new ways to enhance the customer experience.

The integration of ChatGPT internally, powered by OpenAIâ??s latest advanced GPT-5 model, will help Coles corporate teams speed up research, reduce administrative tasks, surface data insights, support compliance and fuel idea generation.

Coles has begun a rollout of ChatGPT Enterprise across parts of its corporate workforce, with customised training underway to build AI skills and capabilities ahead of a full workforce rollout planned for February 2026.

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Building on OpenAIâ??s experience with global retailers, Coles will reimagine how its teams work and how customers shop through the use of advanced AI tools.

Caroline Oâ??Brien, Coles General Manager Data & AI, said retail is entering a new wave of AI-driven innovation.Â

â??Customer experiences and operational efficiencies are the driving forces behind the exponential growth of AI, shaping the future of Australian retail. As AI continues to be embedded in our day-to-day tasks, our collaboration with OpenAI is set to transform the way our teams work,â• Caroline said.

â??Across Coles, AI is already making a difference, whether thatâ??s task-specific generative-AI chatbots that support our team members, advanced supply chain optimisation or computer vision designed to monitor fresh produce stock levels.â•

â??Together with our partners, these technologies are helping us enhance decision-making, boost efficiency and unlock new opportunities to deliver for Australians.â?•

Coles has been using AI for more than a decade to support tasks like rostering, order replenishment, and helping to tailor its product ranging to specific stores.

AI also underpins Coles new automated distribution centres and customer fulfilment centres, which is changing the way stock flows into stores and step-changing the online home delivery experience.