

Store Associate X.0, a knowledgeable, empowered shopper advisor and retail brand ambassador

The Smart Digital Store



Retailers are in front of a complex dilemma: answering shopper demand for personalized, tailored recommendations while facing decreasing margins, high store associate turnover, and overall staff reductions. What if the answer to retailers' problems could lie in digitally enabling store associates...

Both shoppers and store associates are frustrated with the experience provided in brick-and-mortar:

- 60% of shoppers find no one to assist them in stores¹
- 64% of shoppers rate the lack of in-store associate guidance and demos as a top frustration²
- Time and attendance are the most common cloud / mobile-enabled functionalities; other functionalities still reside on spreadsheets or on paper³

Large retailers such as Walmart are seeing the benefits of digitally enabling their store associates. During Walmart's latest shareholder meeting, workforce initiatives were front and center, including on-the-go access to scheduling and a new, engaging training curriculum via virtual reality and video games.⁴

Solution

The Digital Associate is a web-based application connecting to:

- The retailer's workforce management and CRM software
- Relevant external APIs (e.g., location-based weather, events)
- In-store trackers, such as beacons or mobile passive sniffers

Built with Intel technologies, and running on Google Cloud and Google IoT Core, the solution is accessible from any mobile platform (e.g., mobile phone, tablet) and website.

Features:

On-the-go access to workforce management tools: Store associates access their schedule, task, performance, and any other workforce management tools from any device

External API access: As what is happening near the store can impact performance, retailers can elect to provide associates with a summary of key factors affecting their store location (e.g., fairs and festivals, weather conditions, competitor specials)

Shopfloor visibility: Store associates see where shoppers and staff are located across the shopfloor and can easily spot and assist unattended shoppers; store managers can use this feature to optimize store associate deployment across the shopfloor

Inventory visibility: Display current and accurate stock levels to store staff, enable click & collects, and store level fulfillment

Product information: Store associates have access to detailed product information (e.g., specifications, reviews, special deals), eliminating the need to memorize all product details while appearing knowledgeable to customers

Tailored recommendations: Store associates have access to loyal customer profiles, including past purchases and online browsing activity, allowing them to tailor their interactions and recommendations to each shopper

1 TimeTrade, 2017

2 Capgemini Capgemini Future of Retail Store Survey, Capgemini Consulting, Making the Digital Connection: Why the Physical Retail Stores Need a Reboot, Jan 2017

3 The Employee Engagement Imperative, RIS Custom Survey, Jan 2016

4 Walmart Announces New Approach for 2018 Annual Meeting Activities, Walmart News, March 2018

1 Store Associate logs in via tablet/app and sees real-time Workforce Management info, such as:

- Daily/hourly tasks
- Performance to date
- Shifts & timetable



Clienteling tablet/app with WFM access

Visual localisation tool of shoppers & associates



2 Gets notified when shoppers enter store are identified¹
Sees where shoppers are located and can go assist un-attended customers.

3 Accesses shopper profile (eg. browsing history, items in cart, past purchases) to tailor recommendations
Answers product questions (e.g., features, reviews, inventory location) to help purchase decision



Dashboard view of customer and product details

Note: 1 Customer identification can be customized (e.g. stay anonymous, opt-in via loyalty card, mobile app recognition, facial recognition)

Outcomes:

Increased staff productivity: Remote access to workforce management tools can increase associate productivity by as much as 25%⁵

Brand ambassador: Satisfied employees are less likely to leave company, reducing hiring and training costs by 5 to 10%, and are more likely to promote retailer to others⁵

Optimized shopfloor coverage: Store managers can better forecast staffing needs and adjust associate coverage across the store in a timely manner

Superior service: Knowledge of products and customers is easily transferred from one associate to the other so they can provide personalized advice to customers, a key driver to creating deep connections and doubling spend⁶

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Capgemini Retail Solutions

Capgemini employs 12,000+ subject matter experts in consumer products, retail and distribution sectors, and serves 27 out of 30 of the world’s largest retailers.

We offer retailers end to end services, including defining their innovation strategy, designing remarkable customer experiences, piloting new ideas, deploying solutions at scale, and uncovering new growth areas to sustain their competitive edge.

We accelerate time to value thanks to our pre-packaged and customizable solutions, our ability to navigate the complexity of integrating multiple partners, and our global network of innovation centers applying the latest technologies to retail.

⁵ The Employee Engagement Imperative”, RIS Custom Survey, Jan 2016
⁶ Loyalty Deciphered - How Emotions Drive Genuine Engagement, Capgemini Digital Transformation Institute, Dec. 5, 2017

Interested in learning more?

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