

# Store.AI – Sentient to the core

**The time when retailers could only rely on store traffic and transactions to derive in-store insights is over.**

Today a majority of retailers only count traffic and transactions. Yet Forrester sees in-store analytics as only second behind omnichannel experience as the top retail in-store investment, and it's been shown that retailers who invest in in-store analytics enjoy a six point advantage in conversions.<sup>1</sup> Store.AI focuses on outcomes and addresses market gaps by including all store sources in the analytics equation.

Imagine an electronics store selling TVs, sound systems, cameras, PCs, phones, and appliances and the customers that visit. Shoppers usually either browse the entire store or come with a single purpose to target one or two areas. Some are entering, some walking, some stopping in an aisle, some picking up a product, some waiting at register lines and transacting, some talking to a store associate. As customers move about the store, Store.AI tracks and analyzes customer personas and movements to create actionable patterns.

For example, a female shopper enters the store. Store.AI can detect her age bracket, 40 to 50 years old, the type of customer she is – it's her third time visiting the store, and her mood – neutral upon entering. As she heads to the TV section, shows interest in certain products, and heads to the tablet section, Store.AI continuously tracks her store movements and constantly derives insights. Not only are those insights used for analysis purposes but also to share targeted offers with the shopper and increase chances of conversion.



<sup>1</sup> Forrester, The Digital Store Playbook for 2020, January 2019

## The Solution

Store.AI is all about rich store data, from planning, to its capture, to the resultant insights. Store.AI tracks and integrates data from customers, the physical store, store employees and store products. Store and business data is used to create heatmaps, conversion funnels and dynamic dashboards to help optimize the store layout and staffing, fine tune the in-store customer experience, measure marketing campaign effectiveness, and make recommendations about product assortment. In brief, Store.AI aims to maximize sales per square foot, foster loyalty, and optimize staffing decisions.

## Features

### Customer:

- Targeted messaging and offers for first time, recurring, and loyal customers
- Hyper-personalization for loyal customers

### Retailer:

- Loyalty plan conversions
- Customer behavior analysis
- Store layout and flow recommendations
- Product assortment recommendations
- Marketing campaign effectiveness measures

### Store employees:

- Optimized staff deployment
- Optimized break scheduling
- Optimized staffing duties and schedules

## Outcomes

### The store becomes a medium for personalization and continuous customer insights

- Store.AI gathers and analyzes store data to intelligently tailor personalized messaging and optimize in-store experiences and operations.
- It optimizes layouts and staffing duties and schedules, measures marketing campaign effectiveness, and makes recommendations to assist in product assortment decisions.
- Store.AI is easily installed and is easy to use with its intuitive dynamic reporting tools available for store managers all the way to the store's central headquarters.

## Technologies

Store.AI integrates the latest Intel technologies for computer vision, artificial intelligence frameworks, and IoT edge devices, along with partner technologies such as LISNR ultrasonic data-over-sound technology and Capgemini proprietary personalization and analytics algorithms.



## About Capgemini

A global leader in consulting, technology services, and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital, and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion. With our industry-specific expertise in retail, Capgemini helps you create a digital vision and a transformation road map to exploit technologies such as AI, machine learning, conversational commerce, and computer vision. We know how to optimize retail operations across the value chain, and equip you to start projects today that enable and sustain you in the future.

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People matter, results count.

## Contacts

Ready to explore Store.AI at your store?

Contact one of our experts and visit <https://www.capgemini.com/service/the-smart-digital-store/>

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