

WHERE DO YOU WANT TO GO NEXT?

We look forward to working with you on your specific Smart Digital Store journey. Get in touch with us so we can help unlock the true value of your retail store.



www.capgemini.com/service/the-smart-digital-store/

Revathy Rajendran

Global Enablement Lead

revathy.rajendran@capgemini.com

(+91) 98840 13035

www.capgemini.com/service/the-smart-digital-store/

Capgemini



THE SMART DIGITAL STORE

www.capgemini.com/service/the-smart-digital-store/

The Smart Digital Store transforms the in-store retail experience

The retail landscape is changing. The increasing influence of digital, the blurring of online and offline shopping, more demanding customers and the explosion of both new enabling technologies and alternative channels are all forcing retailers to rethink the role of brick-and-mortar stores in their interactions with customers. The Smart Digital Store enhances the domain of the retail store with capabilities from the digital world. This opens up new ways to add relevance for consumers, empower employees and deliver business value for the retailer by running store operations differently and more efficiently.

The Smart Digital Store leverages partner technologies such as Intel and Google Cloud to proactively empower retailers to use customer presence and profiles in store:

- Push personalized promotions based on online basket and profile
- Notify store associates whether customers in store are loyalty program members
- View customer profile, past purchases, shopping baskets to better assist customers in a personalized way
- Provide personalized recommendations to customers based on available products

The Smart Digital Store framework and platform offer a breadth of services, tools and accelerators which can help retailers kick-start their own store transformation journey, regardless of where they are starting from.

Our capabilities include:

- **Vision and strategy definition**
- **Roadmapping**
- **Standard architecture and components to leverage existing solutions**
- **Google Cloud Real Time Analytics utilizing the Capgimini x-IoT platform**
 - Use customer presence and profiles in store
 - Push personalized promotions based on online basket and profile
 - Notify store associates whether customers in store are loyalty program members
 - View customer profile, past purchases, shopping baskets to better assist customers in a personalized way
 - Provide personalized recommendations to customers based on available products
- **Applied Innovation Exchange Network** (for discovery, deployment, and scalability of retailer innovation agendas)
- **Specific ready-made solutions:**
 - Digital Kiosks & Endless Aisles
 - Smart Digital Wall & Connected Tablet
 - Client-Assist Tablet & Service Tailoring
 - Context-Based Workforce Management
 - Smart, Connected Bag (features include facilitating cross-sell/ up-sell opportunities and streamlined checkout)
- **And Much More!**

Smart, Connected Bag (features include facilitating cross-sell/up-sell opportunities and streamlined checkout) with

- Frictionless/seamless checkout
- Conversational voice-interactive smart shopping advisor and smart operations assistant
- Supports Microsoft Azure, Google Cloud and other cloud choices
- Features include facilitating cross-sell/up-sell opportunities

 The blend of great store design, content and technology tells a complete story that deeply engages people."

Why Us?

Our priority is to create measurable business value for our retail clients. Our integrated approach within the Smart Digital Store framework ensures that we tailor the right solutions to each retailer's specific needs while ensuring that initiatives don't happen in isolation. We help retailers shape their unique brand vision for what success looks like today and tomorrow and provide the connective tissue between the key ingredients in the retail store experience – the customer, the store employee, the product and the store itself. Our partnership with Intel allows Capgemini to provide clients competitive advantage, through the latest reliable and scalable technology.

SMART DIGITAL CONNECTED

Learn more at www.capgimini.com/service/the-smart-digital-store/.