



## Ask your Smart Store Guide - No more feeling like a mouse in a maze!

### The Smart Digital Store



**Have you ever been in a situation where you hope to do a quick trip to the store and end up spending way more time than expected, surveying all the store aisles looking for that specific ingredient?**

Don't the following situations sound quite familiar?

*"Honey, what a waste of my time today at the grocery store! I had to run all around the store to find a bottle of soy sauce!"*

*"Which cheese to use with this wine? So many choices; I am confused."*

*"Mom! I can't find my chocolates in the store. Where do I look?"*

With the **Smart Store Guide**, shoppers will not have to dread trips to the store, thinking they have to walk the entire store floor to complete their shopping list.

**Shoppers** can just ask the **Smart Store Guide** through their mobile phone to find the item's physical location, the quickest way to get to it, and obtain additional details on the product such as discounts and recommendations. It is as easy as saying, "Ok Google! Talk to the Smart Store Guide. Find me apples," and it responds back with the exact aisle and section where apples are located, and offers the quickest path to get there.

**Retailers** will also appreciate the flexibility and low capex investment for the solution. Compared to other store finder apps requiring continuous store layout and planogram updates, the **Smart Store Guide** is powered by the latest technologies from Intel and artificial intelligence from Google Cloud, mapping out products in the

store via surveillance camera feeds and dynamically adapting to changes made to product locations.

#### Solution

The **Smart Store Guide** is built using the Google Cloud Platform and powered by Google Assistant. The solution is device agnostic and can be easily accessed using Google Assistant installed on iOS and Android devices. The voice-enabled services are provided by Google Action, which is responsible for understanding the customer's intent or query.

The solution business logic is hosted on a Google serverless platform using Google Functions. It looks up a requested item and provides its location. This application is assisted by a machine learning module responsible for scanning camera feeds and detecting shopping items. The machine learning and deep learning are powered by Google TensorFlow and hosted as a web service on Google Cloud. The images from the store cameras are uploaded to Google Cloud using the IoT framework that provides a scalable and secured solution.

#### Features:

**App-less voice-based product locator:** Uses the smartphone assistant and lets you simply voice your commands. No additional hardware or software are required.

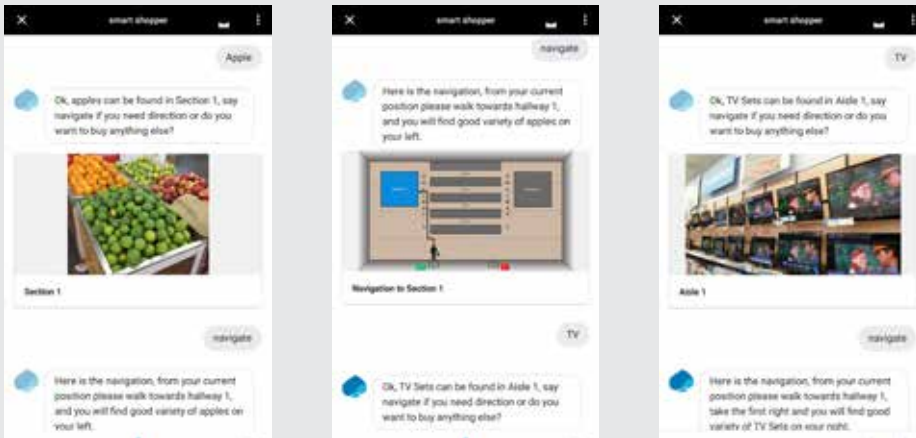
**In-store navigation:** Displays a visual map between the shopper location and the product searched. The map is supplemented with voice navigation for an enhanced experience.

**Product information at your command:** Lets you query information such as product specifications, recommendations and discounts.

**Low capex investment and on-going updates:** Uses feeds from existing cameras within the store; should the retailer decide to change store layout and planograms, the solution dynamically picks up the new product locations.

**Extensible framework:** Can be extended to include additional features such as recipe search and real-time alerts to retailers on misplaced products or low stock volumes.

**For supermarkets/ grocery stores and beyond:** Solving delays and frictions within grocery stores / supermarkets applies to many other store types such as department stores, malls, and Do-It-Yourself / home improvement stores.



## 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 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at [www.capgemini.com](http://www.capgemini.com)

**People matter, results count.**

**Interested in learning more?**

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## Outcomes:

### Enriched shopper experience:

Hassle free shopping with detailed self-help available on demand. 66% of shoppers are open to retailers providing in-store technologies as long as it improves their experience.<sup>1</sup>

**Frictionless store:** Removes bottlenecks created by manually searching for a physical product in the store, and finds an assistant when shoppers have a question on a product. 68% of customers are ready to walk away and abandon their shopping cart due to in-store frictions.<sup>1</sup>

### Increased average basket size:

With up-sell and cross-sell recommendations at their fingertips, shoppers will likely be tempted to not only purchase the item they queried but also additional "paired" items.

**Staff now available for value-add services:** As the Smart Store Guide answers basic queries that take up store associate time, store staff is now able to focus on value added services such as tailoring recommendations.

<sup>1</sup> The State of Retail 2017, TimeTrade

## Capgemini Conversational Commerce Solutions for Retail

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 centres applying the latest technologies to retail.

More specifically, our experts from Capgemini Product and Engineering Services developed this solution as they bring together deep domain and technology expertise for both the digital and the physical world of products. With over 10,000 engineers across the globe and over 30 years of experience, Capgemini Product and Engineering Services offers a comprehensive portfolio of solutions including IoT, artificial intelligence, and Cloud infrastructure. Our expertise in the core solution interventions is made scalable through our Rightshore® delivery model.

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