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

The Smart Digital Store

Have you ever hoped to do a quick trip to the store and ended up spending way more time than expected, surveying all the store aisles looking for that specific ingredient?

With the **Smart Store Guide**, you no longer will dread trips to the store, thinking you have to walk the entire floor to complete your 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. 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 or any other smart assistant installed on iOS and Android devices. The voice-enabled services are provided by Google Action, 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.

Smart Store Guide Features:

App-less voice-based product locator: Use any smart voice assistant [e.g. Google Assistant] to voice commands. No additional hardware or software required.

Google, or any other voice assistant: The device agnostic solution is used seamlessly across assistant devices, e.g. smart speakers, smart phones.

Optimized performance: Scales seamlessly and leverages AI at the edge, powered by Intel Xeon processors, OpenVINO and Deep Reference Learning Stack (DRLS).

Shopping list: Create and access your shopping list across multiple smart devices. The guide delivers the shortest path to pick up all items on the list.

In-store navigation: A visual map between shopper location and searched product is supplemented with voice navigation for an enhanced experience.

Recipe search: Search for recipes and ingredients, and add them directly from webpage to shopping list.

Product information at your command: Query information such as product specifications, recommendations and discounts. The guide also provides relevant cross sell and upsell during the shopper journey.

Low capex investment: Uses in-store camera feeds; should store layout and planograms change, the solution dynamically picks up new product locations.

Extensible framework: Add features like real-time alerts for misplaced products or low stock volumes.

Endless Aisle: Automatically locate out of stock items at other stores and reserve for either pick-up or home delivery.

Unique VUI: Voice or text using a simple VUI that auto-enables customers without having to reference a user manual.

For retail and beyond: Solves delays and friction within stores, malls, and more, and can be easily augmented for non-retail use cases.
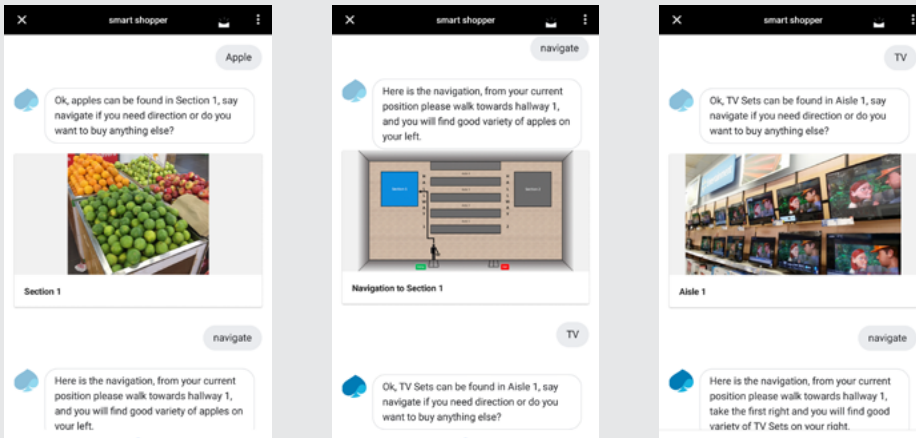
About Capgemini

A global leader in consulting, technology 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 almost 220,000 team members in more than 40 countries. The Group reported 2019 global revenues of EUR 14.1 billion.

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People matter, results count.

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.[1]

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.[1]

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.

1 The State of Retail 2017, TimeTrade

Interested in learning more?

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- Our latest Conversational Commerce Research
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- Our Smart Digital Store Solutions
- Our Autonomous Surveillance Solution
- Our Autonomous Shipping Port Solution

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 Digital Engineering and Manufacturing Services (DEMS) 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 DEMS 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.

For more information, visit:

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