The Smart Digital Store

Personalize retail by combining AI and robotics to provide spot-on recommendations

Challenge - How to transform retail into a useful and relevant tailored experience

By 2020, customer experience overtakes price and product as the key brand differentiator. Yet, companies continue to lose over USD300 billion globally each year due to poor customer experiences.[1] The challenge is to improve the customer experience by making it targeted and personalized for each individual throughout an omni-channel journey. How do you connect and build that relationship? One way is to provide a fun, interactive and exciting product advisor that delivers valuable, relevant and trusted recommendations.

Solution – DEXTR provides "spot on" advice

Capgemini's DEXTR, or Digital EXperience Transforming Retail, customized for a beauty retail environment, is one of the first solutions to combine artificial intelligence, personalization and robotics. DEXTR recognizes and authenticates shoppers via voice and facial recognition, proposes a set of ultra-relevant products based on its shopper knowledge, customer preferences and external sources, and fetches / replaces items through its automated robotics arm. DEXTR leverages HP and Intel architecture

devices to deliver this engaging in-store experience.

DEXTR demonstrates capabilities including

1. Secure and Automated Authentication,
2. Delivery of personalized recommendations using Artificial Intelligence, and
3. Intelligent automation using Robotics. The application can service other retail sub-segments like grocery and restaurants, as well as other industries like banking, insurance and travel. Unlike other recommendation engines, external data is collected and analyzed from a myriad of sources not collected by other retail applications.

Why Capgemini – An always evolving Smart Digital Store roadmap for the future

A partner with a breadth of retail technology experience is essential to drive forward goals to merge online and offline shopping experiences. The Smart Digital Store brings together the customer, store employee, product and physical store itself, and is an integrated framework of guiding principles, methodologies, assessments, reference

Capgemini premiers DEXTR, our latest Smart Digital Store innovation, at NRF 2019. Using HP and Intel devices, DEXTR combines artificial intelligence, personalization and robotics to create an immersive retail experience.

architectures and ready-made solutions that can be used to shape, accelerate, and sustain a retailer's store transformation journey. Capgemini together with Intel ensures that the underlying architecture is more than robust to meet the most demanding requirements for core elements like security and privacy. By following an integrated approach, the Smart Digital Store drives new and measurable business value and grows with the retailer's business.

1 https://www.prnewswire.com/news-releases/omni-channel-customer-experience---not-an-option-but-a-strategic-necessity-300303866.html

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The cosmetic counter use case reveals a unique customer journey for customer Susan – how it works

- **Automated and Secure Authentication:** Susan sets up an appointment and arrives in front of the DEXTR screen. With facial recognition via an integrated camera and voice frequency recognition, her personal account is authenticated and personal information analyzed.
- **Personalized Recommendation:** Using historical personal information (e.g. multiple sources of past purchases, personal preferences, social likes and tweets, fitbit data), external data (e.g. events, trends), camera vision and instructions, the AI behind DEXTR proposes optimized and personalized product recommendations based on all of Susan's associated data aggregated in an information basket that is securely stored in a large CRM system.
- **Intelligent Automation:** Upon customer authentication, interactions via speech and text, and after Susan's approval, a robotic arm integrated with a continuous AI/machine learning application, picks up the product recommendations from the shelf, presents them to Susan, and completes an order. The robotic arm also recognizes products Susan does not accept and places them back on the shelf.
- **Integrated check-out:** Susan completes her payment and leaves the store confident in her purchase.
- **Components:** The system includes an AI processing engine, CRM connection, recommendation engine, robotic arm, Intel RealSense camera, and cloud applications, including end to end security and privacy, all integrated to provide the very best product recommendations.

Physical and digital worlds converge for easy and unique product selection and demonstrations.

- **Customer value:** Personalized recommendations and an interactive experience make shopping more convenient and fun; it's like having a personal stylist or advisor.
- **Store associate / employee value:** With key data points available from individual customer preferences, store associates can enhance the sales process by providing cosmetics trials/ demos for customers with relevant recommendations.
- **Retailer value:** Drive more traffic, loyalty, increase basket size and conversions by providing unique and focused customer experiences. An opportunity to collect new insights and utilize them to continually improve the experience.

Interested in learning more?

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For more information, visit:
https://www.capgemini.com/service/the-smart-digital-store/

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.

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