



THE SMART DIGITAL STORE



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.

The Smart Digital Store transforms the in-store retail experience.

The retail landscape is changing. Enhance the domain of your retail store with capabilities from the digital world. Open up new ways to add relevance for consumers, empower employees and deliver more retail business value by running store operations more efficiently.

Our capabilities include:

- **Vision and strategy definition**
- **Roadmapping**
- **Standard architecture and components to leverage existing solutions**
- **Real-Time Analytics utilizing the Capgemini 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
 - 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
- **And Much More!**

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