



**1** Store Associate logs in via tablet/app and sees real-time Workforce Management info, such as:

- Daily/hourly tasks
- Performance to date
- Shifts & timetable



Clienteling tablet/app with WFM access

Visual localisation tool of shoppers & associates



**2** Gets notified when shoppers enter store are identified<sup>1</sup>  
Sees where shoppers are located and can go assist un-attended customers.

**3** Accesses shopper profile (eg. browsing history, items in cart, past purchases) to tailor recommendations  
Answers product questions (e.g., features, reviews, inventory location) to help purchase decision



Dashboard view of customer and product details

Note: 1 Customer identification can be customized (e.g. stay anonymous, opt-in via loyalty card, mobile app recognition, facial recognition)

**Outcomes:**

**Increased staff productivity:** Remote access to workforce management tools can increase associate productivity by as much as 25%<sup>5</sup>

**Brand ambassador:** Satisfied employees are less likely to leave company, reducing hiring and training costs by 5 to 10%, and are more likely to promote retailer to others<sup>5</sup>

**Optimized shopfloor coverage:** Store managers can better forecast staffing needs and adjust associate coverage across the store in a timely manner

**Superior service:** Knowledge of products and customers is easily transferred from one associate to the other so they can provide personalized advice to customers, a key driver to creating deep connections and doubling spend<sup>6</sup>

## 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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**People matter, results count.**

## Capgemini Retail Solutions

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 centers applying the latest technologies to retail.

<sup>5</sup> The Employee Engagement Imperative", RIS Custom Survey, Jan 2016

<sup>6</sup> Loyalty Deciphered - How Emotions Drive Genuine Engagement, Capgemini Digital Transformation Institute, Dec. 5, 2017

## Interested in learning more?

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