In-store automation appeals to consumers

- Consumers believe automation provides better service and faster checkout.
- Over 60% of consumers agree that in-store automation improves their shopping experience.

Automation offers significant benefits

- Benefits include increased visit by customers, more sales in stores with automation, and improved inventory management.
- Over 60% of customers say they visit stores with automation technologies.

Retailers are realizing cost savings from in-store automation

- Retailers report cost savings from faster delivery of "click and collect" orders and theft prevention.
- Over 56% of retailers have already started seeing benefits from automation.

The future is here already: 88% of consumers have visited stores with automation technologies.

- Consumers believe automation can solve issues like product information, payment and checkout difficulties, and long queues.
- Over 90% of consumers would shift their in-store purchases from a retailer with no automation technology.

Winning customer trust and confidence is critical to scale-in-store automation

- Retailers struggle to move from pilot to scale due to perceived privacy issues.
- Over 5% of consumers would avoid a store that uses facial recognition to identify them.

A roadmap to accelerate automation adoption in retail stores

- Implement best practices, prioritize automation, and gain employee buy-in through training and reskilling.
- Prioritize automation as a strategic imperative and ensure a data-driven approach for implementation.

Significant external and internal factors influence whether a retailer decides to introduce automation or not.

- External factors include competitor adoption and consumer preferences.
- Internal factors include store size, type of inventory, and availability of external experts.

Smart Stores

- Understanding the value of automation in retail stores
- In-store automation appeals to consumers
- Automation offers significant benefits
- Retailers are realizing cost savings from in-store automation
- The future is here already: 88% of consumers have visited stores with automation technologies.
- Winning customer trust and confidence is critical to scale-in-store automation
- A roadmap to accelerate automation adoption in retail stores

Source: Capgemini Research Institute, Automation in Retail Stores Research, Executive Survey, October 2019, N=150-250 organizations that have experienced automation adoption in retail stores.

Source: Capgemini Research Institute, Automation in Retail Stores Research, Consumer Survey, October 2019, N=5,110 consumers.