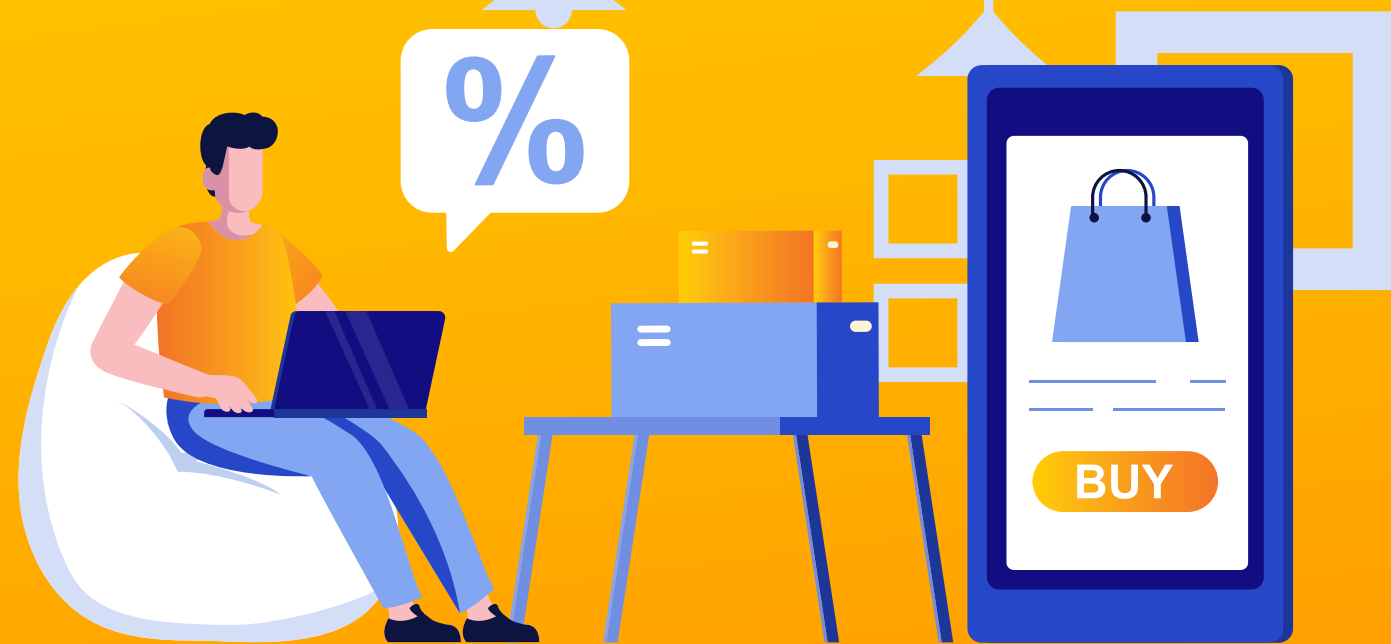


Retail challenges solved by Artificial Intelligence



How to predict demand and offer a personalised customer experience in real-time

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The retail sector is in a frenetic spiral of change as it seeks to adapt to the new shopping habits of consumers

Being more profitable is the goal of any organisation, but when it comes to Retail the focus shifts to always achieving an excellent and relevant **customer experience**.

Artificial Intelligence (AI) is the technology that solves this challenge and thanks to it, our retail customers have managed to control refrigerators and



shelves in an automated way, to collect information related to which products are the most chosen, which are the most returned to their shelves, or the time used for product replenishment, etc.

The growth power

In this way, the industry's main objective, which is to **improve business decisions to achieve increased sales based on an excellent shopping experience**, is realised through real-time analysis of millions of user data.

Data is, therefore, where the growth power of a retail company lies, and its extraction and detailed analysis will be the lever for business expansion in the sector.

Within this objective of growth through the intelligent use of data, we can identify three major challenges that will determine the future of the retail sector:

- ▶ Monitoring customer behaviour to identify and track purchasing patterns.
- ▶ The use of emotion detection models.
- ▶ The use of simple and convenient payment methods for the consumer.

of a retail company

relies on data

The winning equation will therefore be the sum of the business's ability to predict consumer behaviour and the ability to satisfy those needs in the simplest possible way for the user at the time he or she decides to make a purchase.

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Improve stock tacking or destocking with AI



The first challenge a retailer must address is how to **improve stock tacking**, and this is where Artificial Intelligence plays a key role.

Those companies able to predict the behaviour of their users and, with this information, manage their inventory so as not to run out of stock of their star products at the key moment and maintain control over the stock of perishable products will be the ones that lead their segment.

Because stock can be managed, as was common until rela-

tively recently, on the basis of the company's historical sales data, but working in the rear-view mirror is not the best strategy. On the other hand, Artificial Intelligence now makes it possible to **monitor product rotation in real time**, as well as to analyse the purchasing situation, which makes it possible to react quickly to ensure the availability of goods for certain products depending on the parameters that trigger the purchase, such as the weather. If snowfall is forecast, your sporting goods shop should have sufficient stock of ski suits, sleds, etc.

Behind all that power offered by our Artificial Intelligence solutions is **Microsoft Azure**, which allows us to build software solutions that work as the “brain” of the business, from where a direct and secure communication between all the information is established, so that the company’s management can anticipate market demands and offer its users what they demand before they even know they want it.

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This technology is also able to track customer shopping patterns in a specific area of the physical shop and even detect the mood of consumers during an interaction with the company’s customer service channels.



Over-information or an excess of unstructured data can generate the opposite result to that expected and, instead of serving to make good business decisions, it becomes a burden that generates losses. In this sense, AI provides a 360° view of customers and the ability to access and analyse data from different sources in real time to understand and optimise business decisions.

An example of what you can achieve with our AI solutions based on Microsoft technology is the use of computer vision to identify and recognise consumer behaviours and moods, as well as automate tasks that replicate human capabilities. If you want to know more about how to apply AI to your business and learn more about Plain Concepts’ customer experiences, **contact us here**.



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