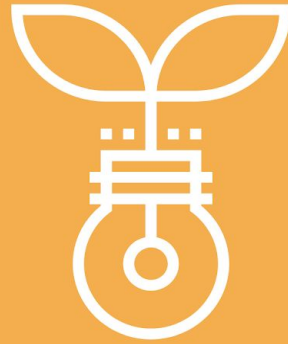


**Tomorrow delivered Today**  
*Digital people, AI technology*



**AI in the retail sector**  
*Best practices*

**D I G I T A L   S U N D A I**

# Content



**Best AI practices in retail**



**Introducing Digital Sundai**

# Retailers need to reorient their business

Personalized  
experience

1.  
Tailored service

2.  
Data sources for CX  
service

*by leaning in on digital,  
omnichannel and in-store  
technology ambitions*



Supply chain

3.  
Management &  
logistics

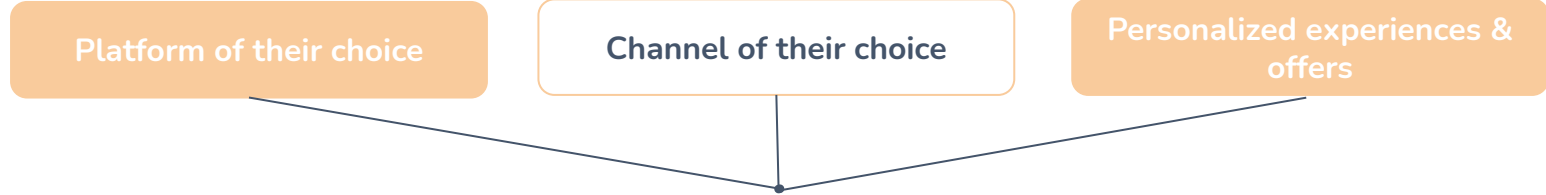
End-to-end  
omnichannel  
experience

4.  
Phygital shopping

5.  
Interaction &  
feedback

# Personalized experience - Tailored service

Customers expect retailer to provide service through:



**In-store**

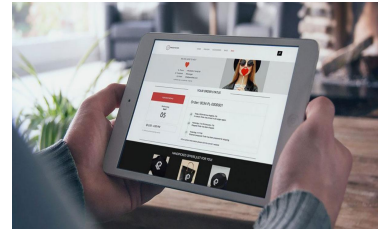


Analytics based on ML algorithms can

Easily identify patterns in current shopping & buying behaviour

Predict & suggest new products and services tailored to the customer's need

**Online**



+ Boosted revenues

+ Reduced marketing costs

+ Increased customer acquisition & satisfaction

# Personal experience - Data sources for CX service

## Internal customer data

Loyalty data, transaction data, customer interactions incl. social media activity



## External customer data

Third-party data sets on customer attitudes, preferences, purchase & digital behaviours



**Insights-driven service**

## Gather & process data

↓  
Store them in the Cloud



## Predictive customer scores

Use ML algorithms to develop analytics that can find out

What influences CSAT & business performance

Specific events in customer journeys

## Use an API layer

To share information, insights and suggestions with employees & tools



## Benefits

- + Boosted revenues
- + Reduced churn
- + Lower cost to serve



# Supply chain - Management & Logistics



*Inefficient inventory planning is a costly matter*



All aspects of retail supply chain

Inventory

Staffing

Distribution

Delivery

can be managed in real time by  
implementing AI



Demands for products are predicted by scrutinizing  
historical sales, location, buying trends etc.



# Omnichannel experience - Phygital shopping

Consumers choose retailers based on ease and richness of the end-to-end omnichannel experience



*Retailers need to understand*

Factors behind the shift in purchasing behaviour

Different expectations accompanying this shift

The impact on the omnichannel ecosystem

*Customers want*

**Phygital = physical x digital shopping experience**



*In-store*

- Identify the **value of each store** (fulfillment center; customer convenience; experiential center)
- Invest in **technology, upskilling and hiring** to increase the performance in each link of the network



*Online*

- Invest in **detailed, real-time customer analytics** to monitor and react to abrupt shifts in consumer demand



# Omnichannel experience - Interaction & feedback

Customers expect interaction with retailers to be timely & via the channel of their choice

&

Questions & feedback need to be handled accurately

## AI technologies can help!



Chatbots with speech-to-text capabilities



Process & answer questions and requests 24/7



1

Scope the total amount of cases fitting to be handled by a chatbot (vs. personal interaction)

2

Train the chatbot with right range of knowledge & conversations for smooth customer interaction

3

Integrate speech-to-text application with retailer's IT landscape for instant execution of requests





# Potential first use cases

1

## Chatbots

“Chatbots and speech-to-text capabilities can process and answer questions and requests 24/7”



### **Solution**

Implement a chatbot with speech-to-text capabilities to process and answer questions 24 hours a day, offering customers continuous service & support.

2

## Tenant mix

“Using advanced analytics correctly allows revenues to increase by 20%”



### **Solution**

Using advanced analytics in selecting the right tenants offers mall operators the tools and knowledge to master the optimal tenant mix through fact-based decision-making.

3

## Customer service improvement

“Automate your customer experience insights with modern day cloud AI solutions”



### **Solution**

Automate customer conversations with your contact center through speech-to-text and text analytics AI services to gain insight into day-to-day customer issues.



# Content



**Best AI practices in retail**



**Introducing Digital Sundai**

# Why Digital Sundai?

## WHY Digital Sundai?

- ‡ Digital Sundai strives to create **superior organizations** through Digital & AI
- ‡ We believe Digital & AI projects only succeed when **technology & business** are both done right
  - ‡ We bring experienced **digital business** competence
  - ‡ Our aim is to bring top **AI & Analytics** expertise
  - ‡ Executed through our **agile digital** methodology and culture
- ‡ Digital Sundai is a **networked enterprise** which only works with top digital talent & top digital partners
- ‡ We are an **Open company** and an integral part of the **Digital community** with relations and access to the latest **Business & Tech** start-ups, scale-ups academia, and established companies
- ‡ **Google Cloud** is our preferred Technology ecosystem

