

Smart shopping assistant

Shopping made easy with your conversational personal advisor

Re-imagine shopping with an example in grocery and meal planning, using Watson™ Assistant AI-based voice and conversation for recipes, grocery list, in-store wayfinding, nutritional information, cart creation, and complete payment.

Act now

This solution will empower your associates and transform your customer's brand experience.

Learn more

ibm.com/retail-customer-engagement



Industry insights

AI
is the new UI.

78%
of industry executives agree that AI will revolutionize the way we gain information from, and interact with, customers.¹

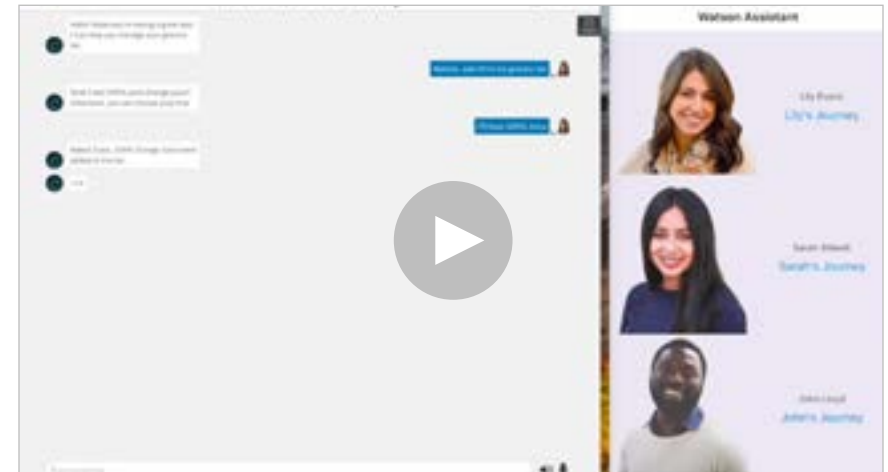
38%
average boost in grocery store profitability by 2035 from AI.²

1. Technology Vision 2017 for Consumer Goods Report from Accenture

2. Accenture

Watch the demo

5 minutes, 21 seconds



Why you'll love it

- Voice-enabled Watson Shopping Assistant creates a grocery list, remembering the types of items bought in the past, not just at the item level, but in cohesive groups that comprise meals.
- Chef Watson helps envision meals and a gathering using YouTube videos to assist the design and creation process.
- Mission planning understands the idea of a beach trip (a broad intent) and the types of things needed for various activities (intents).
- Aisle finder and digital cart helps find items and, with as little effort as possible, registers the items in the digital cart.

