

Empowered associates, delighted customers

Transform associates into advocates beyond the store with augmented reality and mobile

Empower associates to build customer relationships across the shopping journey, at home or in store, with mobile applications that support product recommendations, virtual sizing validation, face-to-face interaction, delivery scheduling, financing and payment.

Act now

This solution will empower your store associates.

Learn more

ibm.com/retail-operations



Industry insights

AR face-to-face continues the associate/customer conversation beyond the store, while removing barriers to purchase. City furniture—a real story on associate transformation with a real application.

17%

Increased the average purchase order over 17% and cut customer shopping time in half.

30%

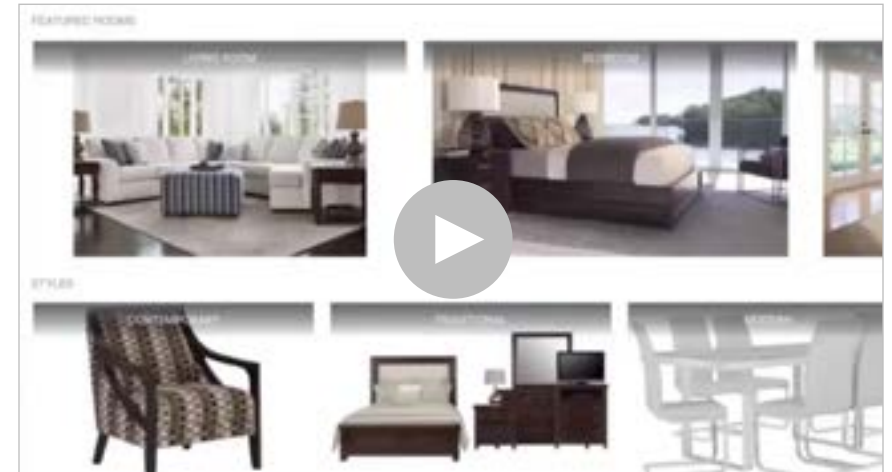
Increased the average service sales by 30%.

80%

New hire on-boarding time decreased by 80%.

Watch the demo

6 minutes, 21 seconds



Why you'll love it

- **Mobile middleware application infrastructure** provides access to information contained in existing systems of record enabling transformation without re-platforming.
- **Sales assist** delivers personalized recommendations, based on customer profiles, previous purchases, and current selections while providing access rich product information, inventory and more, in real time, with scan, search and browse features.
- **Peer-guided AR** is a collaboration tool that enables bidirectional communication leveraging augmented reality for ad-hoc, on-the-job or in-home support.
- **AR Quicklook** in iOS 12 allows the sharing of high quality 3-D content using Pixar's usdz file format.



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