Industry context

The retail industry faces disruption like never before. Online retail has not only increased competition; it has also encouraged new market entrants from other industries, who seek to establish direct relationships with consumers and engage with them on a more personal level.

Unless retailers can find new ways to add value by improving the customer experience, they risk losing customers to these new competitors.

Solution

AI assistants have the potential to transform the retail experience both in-store and online.

Empowering sales associates

For example, AI Assistants can be used to augment the skills and knowledge of sales associates, empowering them to query customer information and make product comparisons and recommendations instantly.

This helps sales associates focus on providing an engaging, personalized service to customers.

Enabling customer self-service

Retailers can also give customers direct access to AI assistants via in-store kiosks or online chat facilities.

In effect, these AI assistants enable customers to interact with retailers’ complex inventory management and pricing systems and serve themselves with the information they need, instead of having to wait for a sales associate to become available.

Benefits

Help customers find products more easily, increasing customer satisfaction and reducing wasted time and frustration.

Provide real-time advice backed by relevant recommendations, increasing engagement and encouraging cross- and up-selling.

Create step-by-step walkthroughs of routine workflows such as product returns, freeing sales associates to focus on higher-value tasks.

Handle thousands of customer interactions simultaneously, helping to triage customer service when stores are busy.

Empower sales associates, warehouse teams and managers to find information and make more informed decisions quickly.

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Sources: