



## Retailers and Shoppers, meet your future Personalized Voice Assistant (PVA)

### The Smart Digital Store



Have you ever gone to a store, been greeted by a store associate offering their help, declined with a polite “No thank you, I am just looking,” and after a few minutes of searching for this special item in vain, cursed that you should have taken this person’s offer? Or worse, came to a store with the wishful thinking of talking to a store associate that could efficiently help you and finding out that all associates are already busy with customers?

With the advances made in voice recognition that has reached the human-like threshold, there is no reason to pass on the opportunity to use voice assistants to enhance the shopping experience and delight customers.

As 40% of consumers will use voice assistants by 2020, conversational commerce is poised to revolutionize the way we shop, according to our recent Capgemini Survey of 5,000 consumers across the US, UK, France and Germany. Smart speaker growth is unprecedented and will surpass anything we have seen with the mobile market. Indeed the 5-year compounded growth of 286% for mobile sales in comparison to the 654% growth expected for the smart speaker market. This growth is fueled on one hand by consumers who appreciate smart speakers for the convenience, speed, and ability to multi-task. On the other hand, it allows retailers to scale personalization, supplement store associates, and expand aisles while occupying smaller store formats.

### Solution

PVA uses artificial intelligence to process natural language, search the retailer’s product catalog information, and review any relevant external editorial publications in order to provide on-point recommendations. PVA relies on the latest in Intel technologies as well as Google’s Cloud platform, Dialogflow conversational interfaces and Machine Learning APIs.

Developed for an apparel retailer, SACHA, our PVA demo, applies to any other retail sub-sectors such as grocery and home improvement stores. Used as an in-store kiosk, SACHA can also be accessed through any mobile platforms and websites, enabling a consistent, seamless customer experience across touchpoints.

SACHA uses its integration with Salesforce CRM to provide customers quick access to their loyalty and personal account information. With a quick scan of a QR code, customers can easily access their accounts to find points accrued, points due to expire, promotional offers, etc. Customers have an option to provide their size, style preferences while updating their profile, so the PVA can provide more personalized recommendations. This feature also helps retailers gain better insights on shopping preferences and patterns to use when creating merchandising and promotional plans.

### Features:

**Self-serve browsing:** Customers search the retailer catalog asking specific questions or looking for options for an occasion

**On-the-go assistant:** customers access the PVA on any channels (e.g., in-store kiosk, mobile phone, website), providing uniform experience across touchpoints

**AI-generated recommendations:** PVA connects to any external APIs (e.g., articles, blogs) and extracts trends to provide relevant recommendations

**Camera vision mix and match:** PVA analyzes pictures taken of customers or products and recommends similar / complementary products

**Personalization:** PVA accesses customer’s profile to propose on-point recommendations. For customers not participating in the loyalty programs, PVA uses camera vision to capture demographics and tailor recommendations accordingly.



#### Answering specific and wide-open questions

- A specific search: "I am looking for a red blouse with ruffles"
- A search by occasion: "What should I wear for a summer wedding?"
- A search for a specific weather: "What do you have for a ski trip?"

#### Pushing recommendations

- Using external fashion publications: "What's trendy for a country chic wedding"
- Using image recognition to match item worn by the shopper

#### Providing insights to retailers

- What were the most popular searches?
- What search and item view did drive the highest conversation?
- What are the recurring searches that have no match returns? (-> indicates needs to revise merchandising)

#### Enabling omni-channel capabilities

- Used through any touchpoint (e.g., in-store kiosk, tablet, website)
- Extended aisle (i.e., provide access to the retailer's entire product catalogue)
- Used as an assistant to the shopper &/or store associate

## Outcomes:

### Memorable customer experiences:

Foster an emotional connection with customers through personalization, which helps increase personal engagement for loyal customers, and can impact the rate of spend by up to 2x<sup>1</sup>.

### An assistant to store associates:

Increase store associate productivity, allowing

them to access any information they need to best perform their job

### A responsive store:

Provide insights into customer preferences and behaviors (e.g., demographics, dwell time, abandonment, search patterns), optimizing inventory and layout decisions

<sup>1</sup> Loyalty Deciphered - How Emotions Drive Genuine Engagement, Capgemini Digital Transformation Institute, Dec. 5, 2017

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at

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## Capgemini Retail Solutions

Capgemini employs 12,000+ subject matter experts in consumer products, retail and distribution sectors, and serves 27 out of 30 of the world's largest retailers.

We offer retailers end to end services, including defining their innovation strategy, designing remarkable customer experiences, piloting new ideas, deploying solutions at scale, and uncovering new growth areas to sustain their competitive edge.

We accelerate time to value thanks to our pre-packaged and customizable solutions, our ability to navigate the complexity of integrating multiple partners, and our global network of innovation centers applying the latest technologies to retail.

## Interested in learning more?

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- Our latest Conversational Commerce Research
- Our joint Capgemini / Intel / MIT Point of View
- Our Smart Digital Store Solutions

### For more information, visit:

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