



Experiential retail @ scale with Avanade's Intelligent Store

Evolve with the expectations of your customers and employees

Last edited: Nov 16, 20021

The Customer is the only channel



Today's savvy, connected customers:

- **Don't** “go shopping” at predictable times and places
- **Expect** to shop when, where and how they want
- **Want** fast, cheap and convenient delivery to their home, store or pick-up point

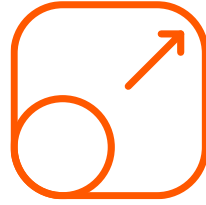
Physical stores are still at the heart of retail.

What we see:

- Stores are siloed and disconnected
- Explosion of retail theater and “fancy” technology in the flagship store
- Experiences that don't scale
- Inconsistent recurring store investment to meet changing customer desires

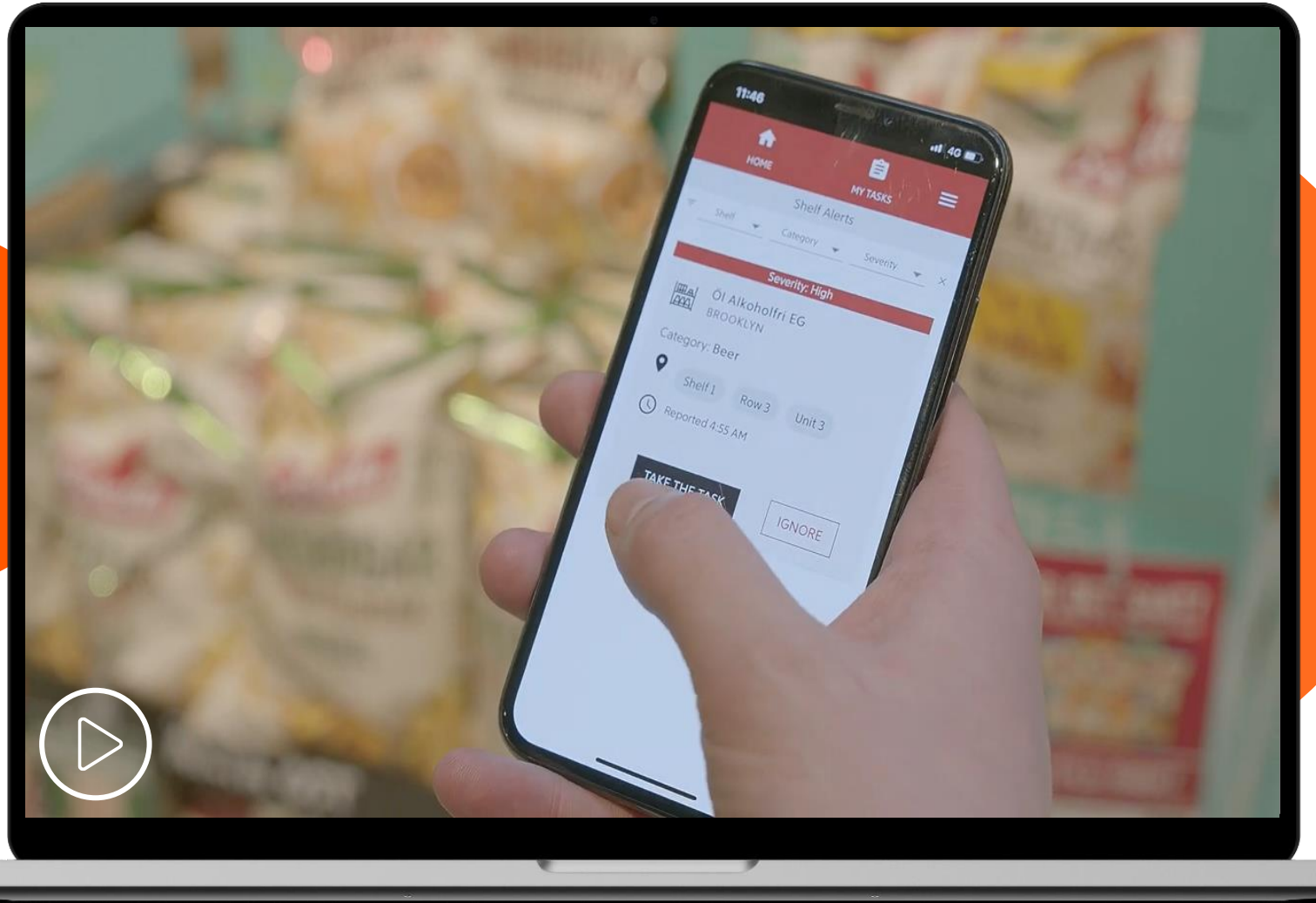
What we believe:

- Stores are a product that must continuously refresh
- **New approaches** in store operations deliver impactful experiences
- **Accelerate** the pace of realizing efficiency and cost optimization
- **Create** a digital resilient infrastructure for the store network



Unlocking value at scale: How one European grocer is leveraging the Intelligent Store

[Video link](#)



A modular, connected shopping experience that allows for scalability

Re-position and reimagine your physical store footprint using modular, repeatable solutions to drive a connected experience.

Repair feedback loops with store networks, enabling you to measure and understand what actions to take, and what impact, if any, those decisions have across the value chain.

Adapt to the "new normal" by leveraging technology to foster a touchless experience and adapt to everchanging customer and employee experience scenarios.

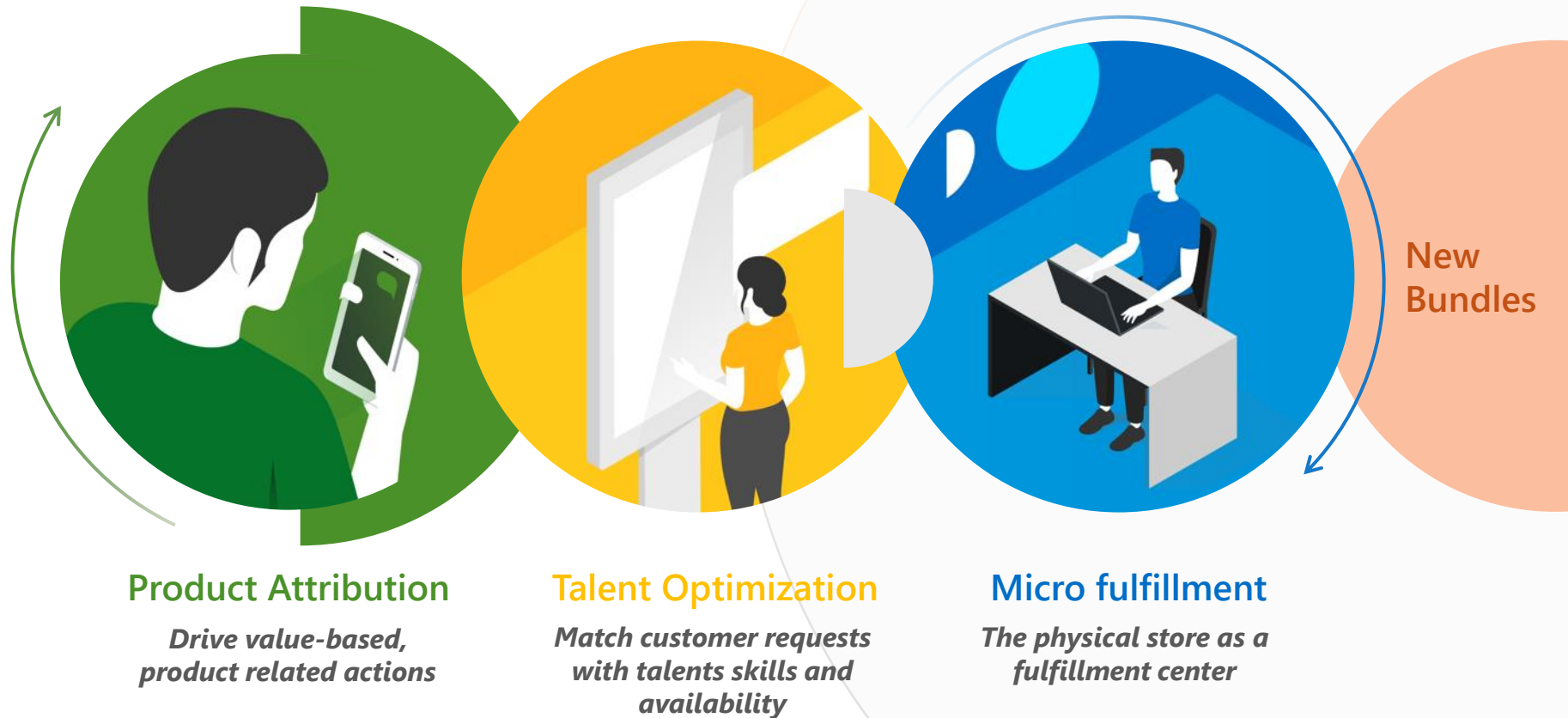


Unlock value at scale with the Intelligent Store

Sample end-to-end journey



Accelerate time to value through bundled experiences serving constantly changing expectations and needs



Avanade bundles or “experiences in a box”:

- come with pre-defined Azure services coupled with best of breed partner solutions, software and hardware
- each designed to meet **common challenges** and **built with one common purpose**
- deliver **accelerated time to value for our clients**, their customers and their employees.

We bundle capabilities into distinct experiences that work together to drive business outcomes



Product Attribution



- On-shelf availability
- Shelf fronting
- Customer support
- Product education
- Item removal
- Clean-up request

Talent Optimization



- Skills matching
- Talent accessibility
- Ad-hoc request kiosk
- Ad-hoc request button
- Planned visit
- Loyalty check-in
- Service need

Micro- fulfillment



- Buy online, pick up in store (BOPIS)
- Buy online, pick up at curb (BOPAC)
- Item location
- Pick and pack
- Skills matching
- Talent accessibility

PUBLIC EXAMPLES LINKS:

Product availability:

The top two reasons to switch loyalty were one, price and two, product availability. 76% of those that switch intend to continue using that new brand

Signet Jewelry:

"We needed to bring the store to the customer wherever they wanted to meet us"

Walmart:

"A great customer experience starts with a great associate experience, and our people will always be a competitive advantage

Gap Inc Canada:

Launches Buy Online Pick Up in Store

Kroger:

shoppers continue to flock toward click-and-collect fulfillment because of the flexibility it offers

Address your most pressing needs **today** **Evolve and grow** as you need

Non-exhaustive EXAMPLE: **OLTIVA GROCERY**



**MOST PRESSING NEEDS
TODAY**

**ROADMAP TO
EVOLVE AND GROW**

Who benefits in the store?

Store employees

Receives near real-time action-based notifications that help increase focus on the journeys that matter, be it a customer that needs assistance, a shelf that needs to be replenished, fulfilling online orders, or a team member that needs support.

Store Manager

Increases understanding of in-store service utilization and actual needs through “phygital” experiences tuned for local needs, enabling aggregated insights that help drive further efficiency and effectiveness.



Customer

Enjoys a better shopping experience, powered by digital experiences and technology designed to help complete the purchase mission in a more frictionless manner.

Who benefits at corporate?

Marketing Manager

Increased localized insights to help curate future campaigns and content to help power new or existing digital experiences in select stores.

IT Operations

Increased ability to efficiently and effectively manage the technologies across the store network such as devices, hardware, and software.

Regional Store Manager

Leverages actionable insights into each local store to manage a portfolio of stores, their performance, and the value digital experiences bring.

European grocer leverages Intelligent Store to unlock value at scale

Challenge

- Unattended shelves lead to lost sales, lower customer satisfaction, or both.
- Floor spills are equally much a safety concern as a driver of lost sales and NPS.
- Experiencing and trialling products is still a key part of the customer experience.
- Associates are over inundated with tasks and requests to do more with less.

Decoupled fragmented solutions often miss the opportunity to further the customer experience, for instance by inserting an associate into the purchase moment of truth.



Solution

Using Avanade's Intelligent Store framework, the client was able to extend quickly into new experiences and accelerate time to value. All while taking advantage of the power of connected systems working together to unlock and scale value, as opposed to technologies that work in isolation to solve singular problems.

Results



Prevent lost sales & increase sales

Near-real time notifications such as shelf attention algorithms allow for better product accessibility, lower lost sales, and optimized sales opportunities.



Improved customer satisfaction

Action based notifications allow for more immediate remediation, removed safety concerns, increased product accessibility and increased customer satisfaction.

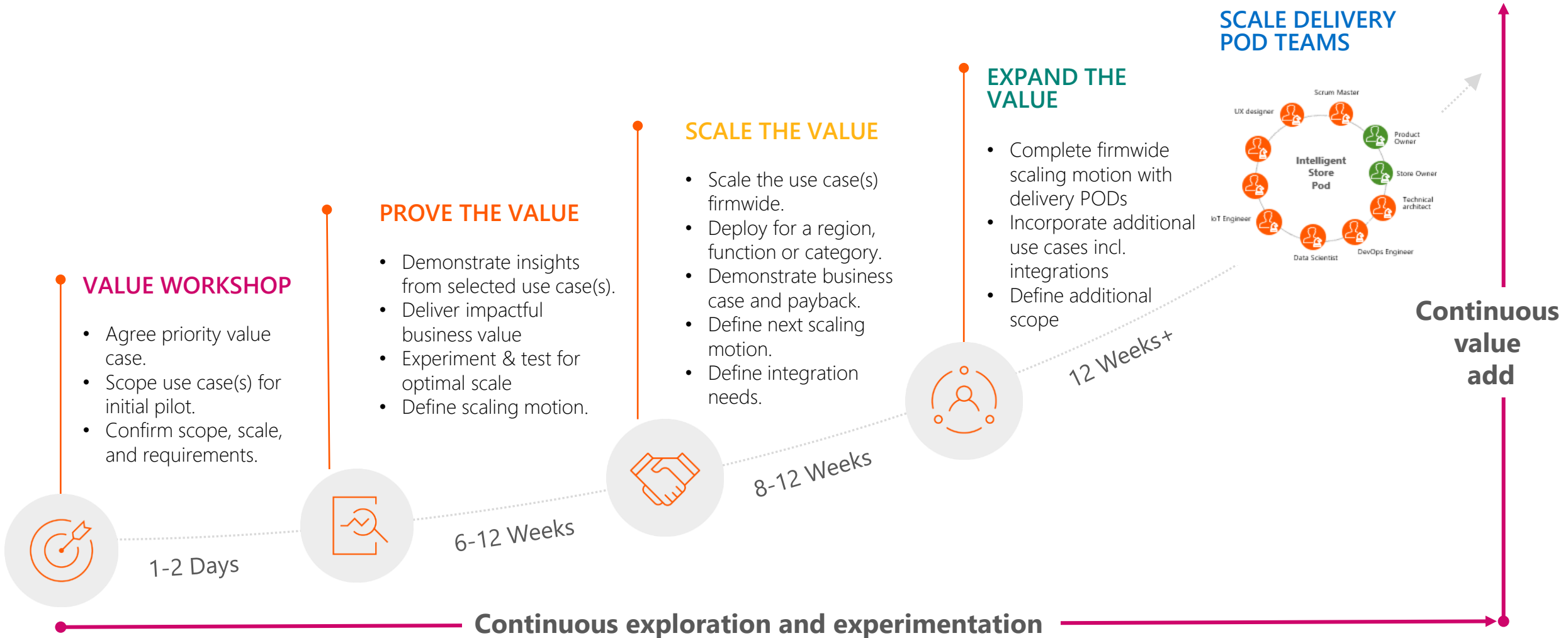


Increased efficiency

Matching the action with employee skillsets allow for targeted notifications enabling associates to be their best and to focus more on the customer journeys that matter.

How to get started on your Intelligent Store journey

Delivery through dedicated teams or PODs to unlock value at scale and accelerate time to value



Avanade's Intelligent Store partners

To bring the Intelligent Store to life, we work closely with our technology partners. We make it easy to integrate the Intelligent Store with your existing systems to deploy quickly and help you unlock value at scale.

Current partners

 OMBORI

Digital experiences
in physical spaces


 turnpike

Empowering retail
staff with a sixth
sense

 cradlepoint

Connecting people,
places and things

 EVEREVE

 ilumac

Complete control of
all your technical
installations

 ROSLAGSTULL

 TOMRA

Sensor-based solutions
for optimal resource
productivity

 ROSLAGSTULL

Continuously scanning and adding new retail ecosystem partner capabilities via Avanade Ventures

Avanade wants to change the game!

How do we create the next level of experiences?

The customer is the only channel

Today's savvy, connected customers don't "go shopping" at predictable times and places. They expect to shop when, where and how they want, with fast, cheap and convenient delivery to their home, store or pick-up point.

A cohesive experience that connects the digital and physical. One that allows them to move seamlessly between online and in-store shopping.

They are searching. And they will find one.

Stores are a product that must continuously refresh

Physical stores are still at the heart of retail, requiring new approaches in store operations to deliver impactful experiences.

We provide the unique ability to drive end-to-end transformation through the power of connected systems. We partner to deliver the capabilities needed to continually change and evolve at pace with customer and employee expectations.

It's a brave new world – let's face it together.

Unparalleled retail expertise



80

locations across 24 countries



50%+

of the world's 40 largest retailers are our clients



2,400+

retail-focused professionals



100+

Microsoft Awards, including:

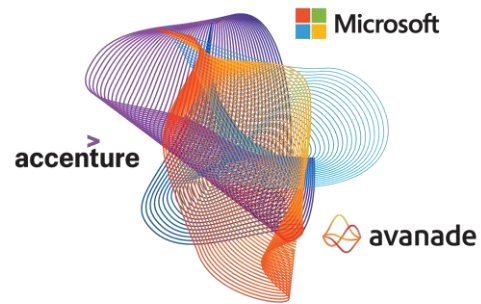
- Microsoft Alliance Partner of the Year (15 times total)
- Microsoft Global AI and Machine Learning Partner of the Year 2020
- Microsoft US IoT Partner of the Year 2019



100+

large retail projects globally

The Power of 3 Alliance



THE LEADING MICROSOFT EXPERTS



END-TO-END SERVICES



Emerging Technology



Innovation Studios



Advisory Services



Solution Delivery



Managed Services



Want to learn more?

Visit:

[Intelligent Store Sharepoint Site](#)

For questions, please reach out to:

intelligentstore@avanade.com

Thank you





AVANADE

INTELLIGENT STORE

Sample use cases

Unlocking Value @Scale: sample client implementation.



Increased product accessibility drives sales and customer satisfaction

Challenge

Unattended shelves leads to lost sales, lower customer satisfaction, or both. In order to ensure customer access to the products they desire associates need to continuously monitor the shelves, reducing the time associates can spend on other valuable tasks within the store such as serving customers.



Solution

In coupling AI Vision algorithms with near real-time notifications Avanade enabled associates to act by action, rather than by schedule.

Because actionable signals to the right individual at the right time for the right time increase effectiveness and efficiency.



Results

Prevent lost sales & increase sales

Shelf attention notifications allow for better product accessibility and decreased lost sales.

Improved customer satisfaction

Increased product accessibility allow customers to better fulfill their purchase mission leading to more satisfied customers and increased NPS.

Increased efficiency

Using actionable notifications associates can focus more on the customer journeys that matter, freeing up time to focus on other valuable tasks.



Avanade's AI Vision algorithm detects shelf attention needs and notifies associate



A clear path to products help customers better fulfill their purchase mission

Challenge

The appearance of the physical store is a key factor in providing a delightful shopping experience. Spills and obstructions on the floor not only take away from this experience, but it can also be a safety concern, while impacting sales more directly due to inaccessibility of aisles and shelving units.



Solution

In coupling AI Vision algorithms with near real-time notifications Avanade enabled associates to act by action, rather than by schedule.

Because actionable signals to the right individual at the right time for the right time increase effectiveness and efficiency.



Results

Prevent lost sales & increase sales

Floor attention notifications allow for more immediate remediation, removed safety concerns, increased product accessibility and lower lost sales.

Improved customer satisfaction

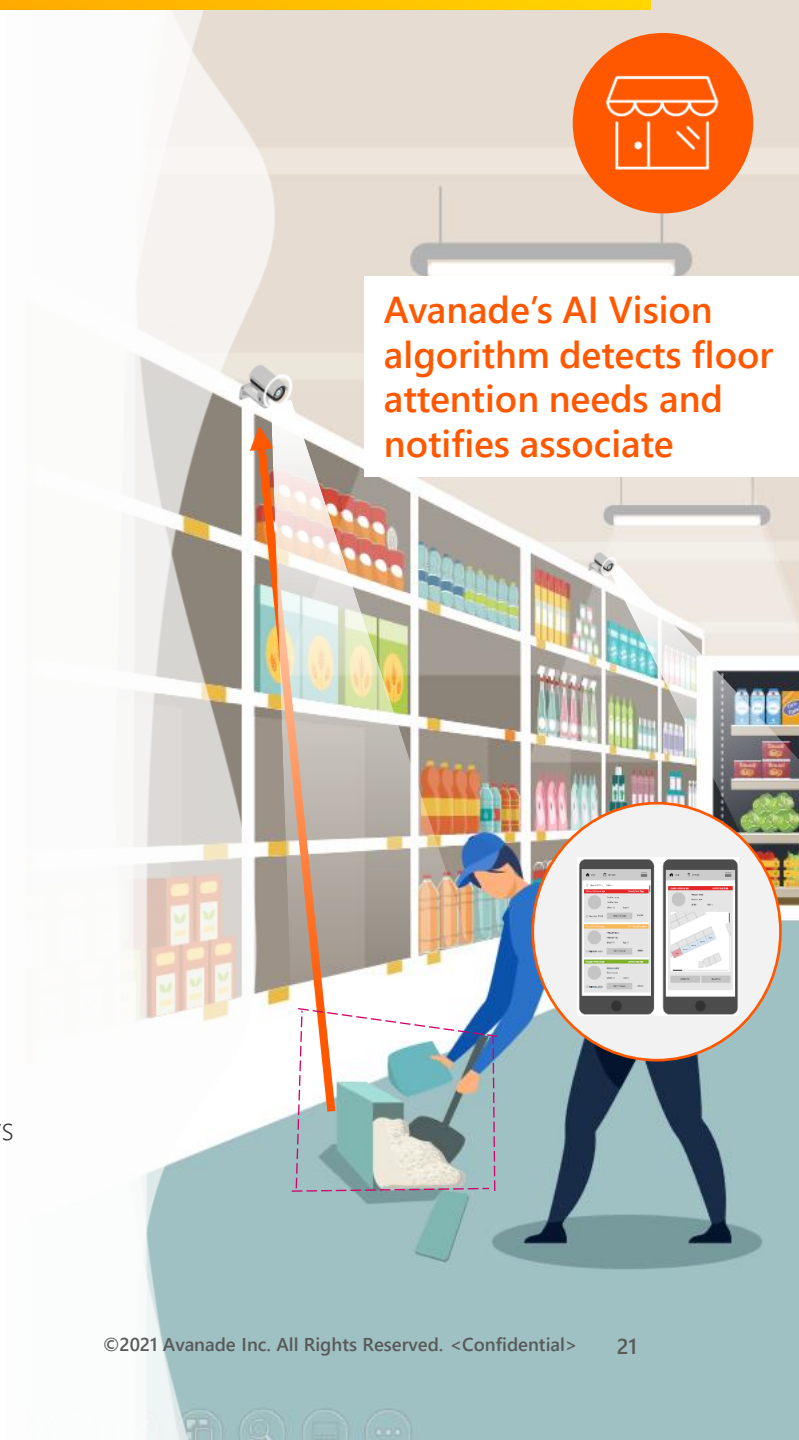
Clean non-obstructed floors allow for a safer shopping environment where customers can better fulfill their purchase mission leading to more satisfied customers and increased NPS.

Increased efficiency

Using actionable notifications associates can focus more on the customer journeys that matter, freeing up time to focus on other valuable tasks.



Avanade's AI Vision algorithm detects floor attention needs and notifies associate



Ease of access to product information and associates drives satisfaction and sales

Challenge

With physical stores still at the heart of retail, that heart is often powered by the experiential aspect of the store visit. Touching, feeling, and learning more about products are all important parts of driving the customer experience, sales, and satisfaction.

Decoupled fragmented solutions often miss the opportunity to further this experience, for instance by inserting an associate into the purchase moment of truth.



Solution

In coupling AI Vision algorithms with in-store digital signage ICA-Roslagstull provided customers with product information as well as product availability, while enabling ease of accessibility to associates.

An improved customer experience designed to aid the informed customer to their next purchase.



Results

Prevent lost sales & increase sales

Increased information about product and availability coupled with associate accessibility allow for increased product engagement and increased sales.

Improved customer satisfaction

Access to more and more accurate information enable customers to better fulfill their purchase mission leading to more satisfied customers and increased NPS.

Increased efficiency

Using actionable notifications associates can focus more on the customer journeys that matter, freeing up time to focus on other valuable tasks..



Coupling Avanade's AI Vision algorithm with in-store digital signage allow for strengthened customer experience



Making talent more efficient and focused to drive customer satisfaction and sales



Challenge

To help it stand out in a competitive market, the Swedish grocer ICA-Roslagstull recognized there was opportunity to use immersive technology to further delight its customers through an improved shopping experience. Team members are always busy, making it challenging to focus on the journeys that matter.



Solution

To further increase effectiveness and efficiency team members receive near real-time notifications that enable them to act by action, rather than by solely by schedule.

Actionable signals powered by match-making algorithms allow for the right signal to be sent to the right individual at the right time.



Results

Increased efficiency

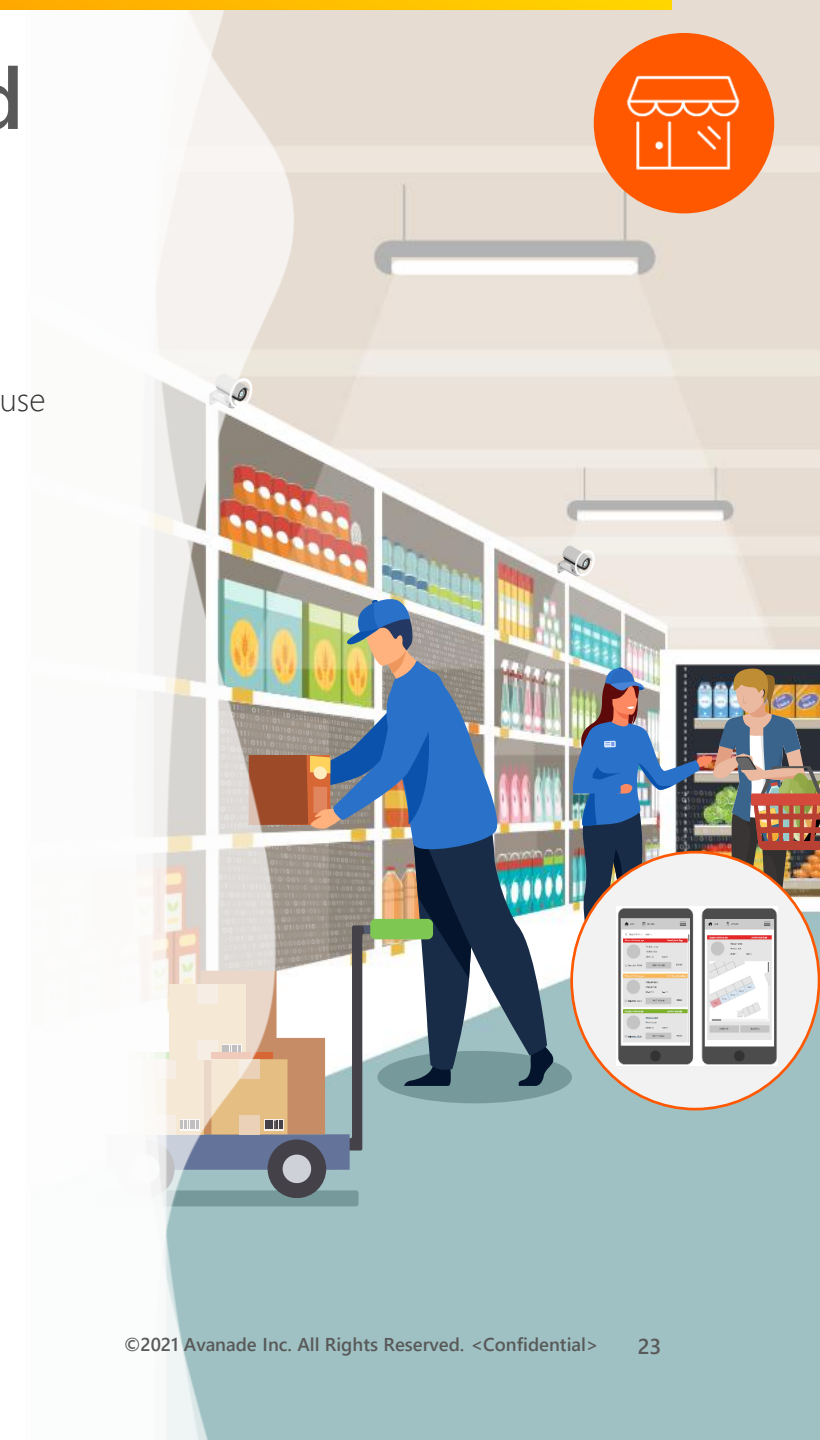
Matching the action with employee skillsets allow for targeted notifications enabling associates to be their best and to focus more on the customer journeys that matter.

Improved customer satisfaction

Action based notifications allow for more immediate remediation, removed safety concerns, increased product accessibility and increased customer satisfaction.

Strengthened and additive value-based insights

Actions are consumed via a web application, visualized by service via a store map, and ultimately aggregated for additional store- and service level insights and learnings.



Line busting increase customer satisfaction and lower sales abandonment



Challenge

Waiting in line is not just a pain for customers, it's also a barrier to conversion and a negative driver of customer satisfaction.

Because no one enjoys waiting in line. And long queue lines lead to shoppers leaving frustrated.



Solution

AI people counting cameras allow for GDPR and PII compliant near real-time notifications that help address queues before they negatively start to impact satisfaction and conversion.

An improved customer experience designed to decrease wait times and help customers complete their shopping experience before lines go bad.



Results

Prevent lost sales & increase sales

Queue alert notifications allow for decreased customer, product and cart abandonment in the short- and long-term, leading to lower lost sales.

Improved customer satisfaction

Line busting shorten queues and wait times leading to more satisfied customers and increased NPS.

Increased staffing and scheduling insights

Increased understanding of queuing patterns allow for enhanced planning of shifts and schedules, furthering each unique store's ability to optimize schedules in their efforts to shorten queues and customer wait times.



Decreased food waste and increased recycling lower lost sales and increase satisfaction

Challenge

Refrigerators, freezers, and recycling machines are stellar options for retailers' intent on offering customers the opportunity to return used containers before shopping for fresh perishable goods. To help these machines fulfill on their promise busy team members need to offer a helping hand. Otherwise, perishable goods will quickly perish, and customers will bring their basket elsewhere.



Solution

Refrigerators, freezers and recycling machines already produce valuable telemetry.

Empowering employees with key telemetry in near real-time allow for pro-active intervention, for instance when the freezer temperature suddenly rises, or the recycling machine is near full. Ultimately driving a better, more sustainable, customer journey.



Results

Prevent lost sales & wastage

Temperature sensor notifications allow for early associate intervention leading to lower lost sales, lower food wastage, and increased sales.

Lower customer abandonment

Recycling fill rate notifications allow for continuous operations, decreased customer abandonment and lower lost sales.

Improved customer satisfaction

Action based notifications allow for more immediate food waste remediation, increased perishable goods shelf life, increased recycling accessibility and increased customer satisfaction.



Sample reference architecture

