

SMART SHOPPING

Automation is now more than just a buzzword in retail. The industry usage of artificial intelligence (AI) hit headlines in early-2018 after Amazon officially opened its first checkout-less convenience store in Seattle. Amazon Go has set the benchmark for an automated, seamless shopping experience, with many predicting mass rollouts of the concept worldwide over the next decade. However, facial recognition and product-tracking are not the only technologies making their way into the stores and retail supply chains of the future...

89%

of global retail executives say that their organisations must accelerate their pace of innovation simply to remain viable

75%

expect to make moderate to extensive investments in embedded AI solutions over the next three years

Accenture 2017

01

Personalised promotions can be sent to shoppers' phones, sending them notifications of offers around the store using in-store beacons

02

Facial recognition is a key component to checkout-free stores, identifying customers as they walk in and automatically charging them for products they bag

03

Discount stickers will be a thing of the past as digital price tags will be able to update and optimise prices in real time – particularly useful for foods with a short shelf life in supermarkets

06

Cognitive computing technology enables retailers to recommend products based on customer preferences or previous purchases

07

Drones will be used for short-distance or last-mile deliveries – often the most expensive method of shipping for logistics and courier firms, particularly in rural areas

09

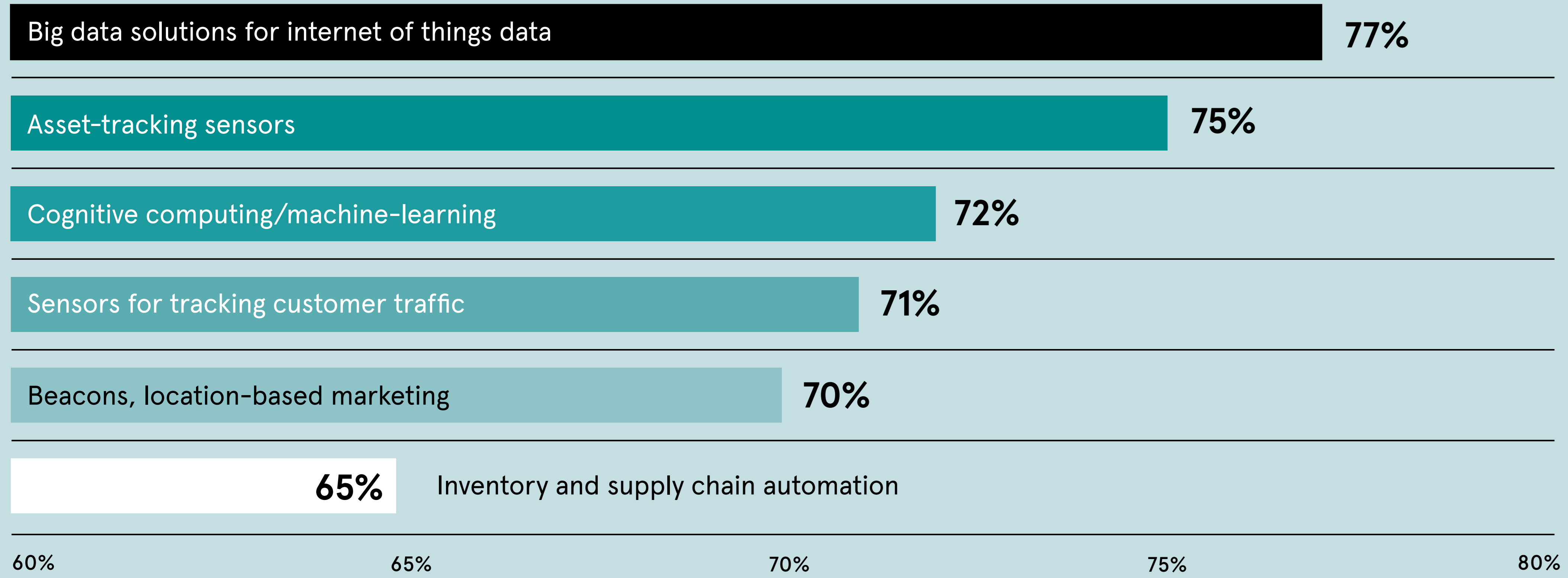
In-store humanoid robots can interact with customers and deal with simple questions, stock-checking or product queries

08

Inventory-tracking sensors are able to recognise empty shelves, while autonomous robots will be able to replenish them, enabling in-store staff to deliver more value-added services to customers

RETAILERS INVESTING IN AI AND CONNECTED DEVICES

Percentage of global retailers planning to invest in the following by 2021...



Zebra Technology 2017

8.90

7.89

04

Connected cameras around the store not only identify customers, but track the products they bag and add them to a virtual checkout

05

Autonomous mobile shopping baskets follow customers around the store, automatically charge for products placed within and transport goods to cars or drones for home delivery

PERSONALISING THE IN-STORE EXPERIENCE WITH LOCATION TECHNOLOGY

Top future personalisation techniques rated by global retailers

01

Ability to customise store visits

02

Real-time alerts deploying employees to location to assist shoppers

03

Know when specific customers are in store

04

Alert when loyal customers walk through the door

05

Know where specific customers are in store

06

Alert when customers arrive in car park to pick up online order

Zebra Technology 2017