

The Future of Store

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Client Experience is evolving in time

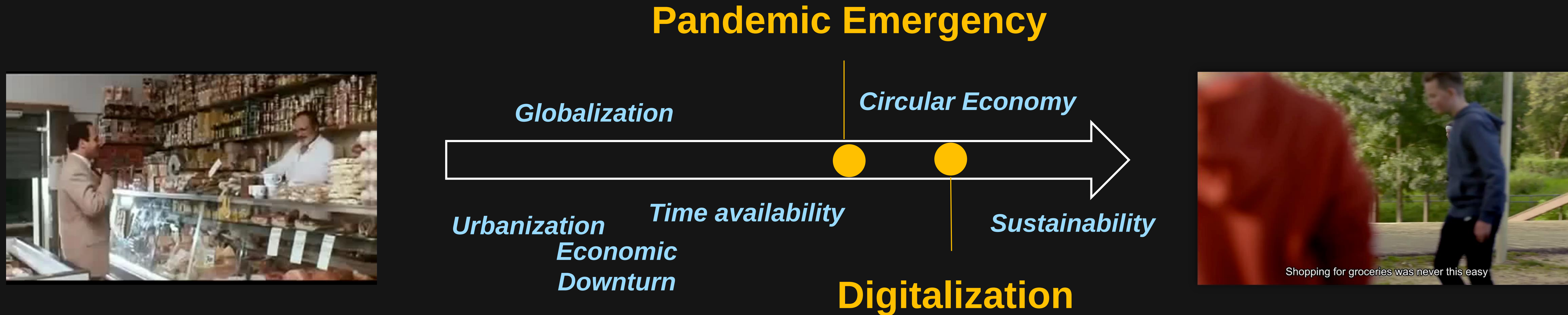


Client Experience is evolving in time



Shopping for groceries was never this easy

Client Experience is evolving in time

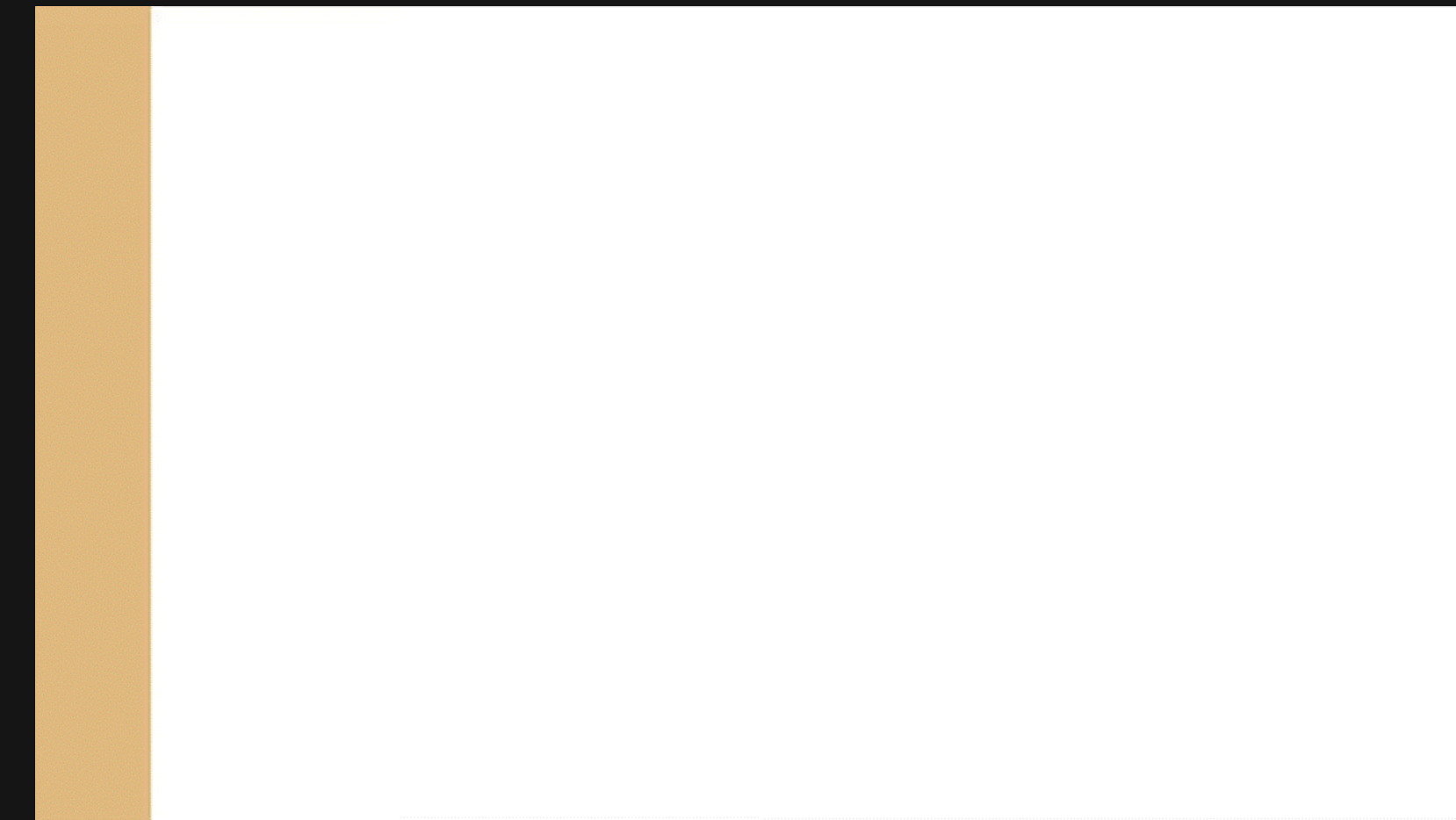


Meeting new Client expectations

1. Clients control the shopping experience

73%

Learn about product
Online



50%

Percentage of Clients that
would even prefer not to
talk to a Seller

70%

of Purchase Decisions
happen prior talking to a
Seller Person

New Client expectations

3. Clients are leading with Purpose

81% Brand Trust is key
in purchasing decisions

57% Ready to change purchasing
behavior to support Sustainability

73% Willing to pay more for
“Transparency” of the products



New Client expectations

4. Despite all Tech... Shops are still Essential

1 in 2

consumers shop in
stores at least weekly



1. Touch and feel product
2. Pick and Choose my own product
3. Can get product right away
4. The store is convenient
5. Enjoy the in store experience

New Client expectations

New imperatives leading to a New Store



Is this the future ?

Introducing The Cognitive Store

AI-driven digital & physical location that delivers differentiated personalized experiences through interaction with superpowered associates, is orchestrated by intelligent workflows that are proactively supported by a smart operations center, and is powered by a Store Operating Platform.



A. Phigital Place

B. SuperPowered Associates

C. Intelligent Workflows

D. Smart AI Operation Center

Digital and Physical experiences to deliver best in class experiences



- Digital and physical **experiences**
- Hyper-localize /**hyper-personalize**
- Deliver next Best Action
recommendations in real time
-

Leverage Superpowered Associated to elevate Client Services



- **Know the context** behind the customer's visit
- **Anticipate expectations** and needs
- **Facilitate meaningful contextual exchanges** with consumers across virtually all touchpoints
-

Intelligent workflows to optimize front end and back end



- **Optimize in-store business processes:** buy online/fulfill in store; buy in store, deliver at home
.....
- Use **insights, automation, and AI to automatically adjust running store** (Pricing, Stocks, refurbishments,...)
- Hub that **proactively monitors store operations** and efficiently handles incidents, changes, and problems to facilitate fast resolution

Go for AI based store platform to deliver unique optimized front end and back end process Scalable across multiple stores

- **Further deliver best in class experience**
 - Anticipate clients needs through multiple data sources (Meteo)
 - Seamless / Frictionless experience across all Channels
 - Fully Digital enabled Store for best in class experience
 - Enable store associates with “AI superpowerd tools”
- **Use insights, automation and data to automatically adjust running store and enterprise business processes**
 - Proactively monitors and manage all store operations (supply chain, stocks,....) and efficiently handles incidents, changes, and problems to facilitate fast resolution