



35%

Expected CAGR

Estimated global AI in retail market in the forecast period (2021 - 2026)



\$5.99 Tn

Retail Sales

Forecasted retail sales driven by AI in the USA by 2023



30%

Reduction in Cart abandonment

Decrease in cart abandonment and manual query resolution leveraging Virtual Agents



CHALLENGES

Continuously Evolving Customer Behaviour

Post-Pandemic Change In Buying Patterns and Preferences

Low Retainment of Quality Agents and Surge in Volume

Sudden and Rapid Shift To Digital Channels

Need for Agility In E-Commerce Platforms

Customer Data Platform

Unified Customer Data Platform to accelerate the existing data analytics, CLTV, and product A/B Testing

Business Impacts

Single source of truth for a Customer 360 view

Customer Profiling & Segmentation

Recommendation Engine Recalibration

AI solution to re-calibrate existing recommendation engines to deliver hyper personalised recommendations for the customer

Business Impacts

Higher Revenue per Visit

Better Conversation Rates

Hyper Personalised Recommendations

Demand Forecasting & Supply Chain Optimization

AI-powered demand forecasting engine to optimise supply chain, sales, inventory, and marketing operations

Business Impacts

The new RNN models improved accuracy by ~30%

Potential saving of \$4.5 Mn per Month

Retail Search Engine Optimization

Enhance e-commerce search engines by enabling visual product search powered by AI

Business Impacts

Better Customer Experience

Up-selling of products via similar recommendations

Customer Service Modernization

An AI-powered virtual agent to handle queries related to returns & refunds, tracking shipments and collecting feedback

Business Impacts

Reduction in average handle time

Reduction in call deflection

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