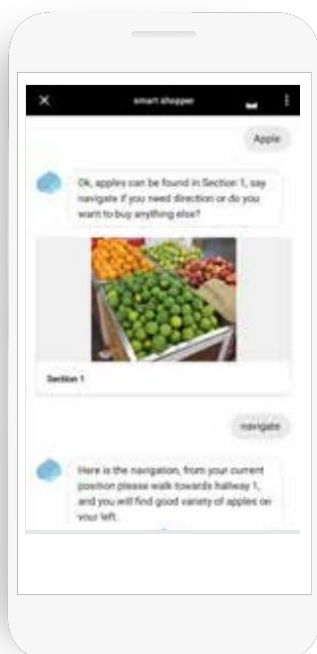


# Deliver seamless assistance with The Smart Store Guide

With the Smart Store Guide, shoppers will not have to dread trips to the store, thinking they have to walk the entire store floor to complete their shopping list.

Shoppers can just ask the Smart Store Guide through their mobile phone to find the item's physical location, the quickest way to get to it, and obtain additional details on the product such as discounts and recommendations. It is as easy as saying, "Ok Google! Talk to the Smart Store Guide. Find me apples," and it responds back with the exact aisle and section where apples are located, and offers the quickest path to get there.

Retailers will also appreciate the flexibility and low capex investment for the solution. Compared to other store finder apps requiring continuous store layout and planogram updates, the Smart Store Guide is powered by the latest technologies from Intel and artificial intelligence from Google Cloud, mapping out products and dynamically adapting to changes made to product locations.



## App-less voice-based product locator

Uses the smartphone assistant and lets you simply voice your commands. No additional hardware or software are required.



## In-store navigation

Displays a visual map between the shopper location and the product searched. The map is supplemented with voice navigation for an enhanced experience.



## Product information at your command

Lets you query information such as product specifications, recommendations and discounts.



## Low capex investment and ongoing updates

Uses sensor data from the store; should the retailer decide to change store layout and planograms, the solution dynamically picks up the new product locations.



## Extensible framework

Can be extended to include additional features such as recipe search and real-time alerts to retailers on misplaced products or low stock volumes.

## Solution Overview

The Smart Store Guide is built using the Google Cloud Platform and powered by Google Assistant. The solution is device agnostic and can be easily accessed using Google Assistant installed on iOS and Android devices. The voice-enabled services are provided by Google Action, which is responsible for understanding the customer's intent or query.

The solution business logic is hosted on a Google serverless platform using Google Functions. It looks up a requested item and provides its location. The machine learning and deep learning are powered by Google TensorFlow and hosted as a web service on Google Cloud. Sensor data from the store is uploaded to Google Cloud using the IoT framework that provides a scalable and secured solution.



### Enriched shopper experience

Hassle free shopping with detailed self-help available on demand. 66% of shoppers are open to retailers providing in-store technologies as long as it improves their experience.<sup>1</sup>



### Frictionless store

Removes bottlenecks created by manually searching for a physical product in the store, and finds an assistant when shoppers have a question on a product. 68% of customers are ready to walk away and abandon their shopping cart due to in-store frictions.<sup>1</sup>



### Increased average basket size

With up-sell and cross-sell recommendations at their fingertips, shoppers will likely be tempted to not only purchase the item they queried but also additional "paired" items.



### Staff now available for value-add services

As the Smart Store Guide answers basic queries that take up store associate time, store staff is now able to focus on value added services such as tailoring recommendations

<sup>1</sup> The State of Retail 2017, TimeTrade



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