

- 2. Analytics Driven Visual Content Delivery
- 3. Intelligent Chatbots for Navigation & Search
- 4. Predictive AI Driven SEO/SEM Campaigns
- 5. Omni-Channel Engagemen Location based marketing using Wi-Fi/3G/4G/IoT
- (integrated with sensors and IOT in store)
- 2. Predictive Analytics based Cross-Sell and Up-Sell
- 3. Integrated Image-Based Real Time Search
- 4. Interactive Store smart tags or interactive screens
- 5. People Tracker for Customer Analytics
- 6. Facial Recognition for security and personalized service
- 7. QR Codes/Digitized Tags/NFC Enabled Tags
- 8. Smart Tags
- 9. Al Driven Dynamic In-Store Pricing

LEVEL 3: AI Data-Driven Integrated system connected wit

- 1. Collaborative Digital Advertising where complementary products are marketed together online
- 2. Cloud-ready XaaS Marketing Systems
- 3. Connected advertisements
- 4. Intelligent Concierge Robots

- 1. Augmented and Virtual Reality Based Point of Search Experience Applications
- 2. Predictive Data Driven Trend Insights for Products
- 3. Camera based user profiling and dynamic content recommendation
- 4. Predictive Analytics driven real time inventory notifications
- 5. Voice assisted Bots

1. Hyper local social se

2. Curated Endless A

3. Shelf-Optimization

- 2. Augmented Staff ena
- 3. Smart Scanners

JOURNEY USER DESIRED

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ent / Delivery Track & Trac	 (Finance, Inventory, Procurement & Sales) 2. Point-of-Sales system 3. Customer Relation Management system 4. Inventory Management system 5. Warehouse Management system 6. Order & Delivery system 7. Global e-Marketplaces 8. Adoption of Digital Solutions by existing Staff 9. Store Layout Optimisation 	 Order & Delivery with SMS/Email based Auto-notification Systems RF-ID Tags on Delivery Products Tags on Delivery Products 	2. Custome 3. Order & 4. In-Store of produ
Aisles on IoT	 Integrated ERP / POS/ CRM/ Warehouse Management / Delivery Track & Trace system / e-Commerce with Data Analytics system Delivery Track & Trace system with Chatbot/ Voice Assisted based delivery tracking, Real-Time Geolocation Analytics Adoption of Digital Solutions by existing Staff - methodical process Product Authentication with QR / Image Recognition with Blockchain Connected Warehouses and Stores Al based Optimized Mobile Logistics 	 Delivery Track & Trace system with Chatbot/ Voice Assisted based delivery tracking, Real-Time Geolocation Analytics Smart GPS enabled Tags on delivery products (IoT) RF-ID Tags on Delivery Products 	 Diagno Delivery Assister Geoloci Produc Analyti
th Bots and IOTs / Centrali	sed Data Collection & Analytics with AI / Cyberse	ecurity In placed / PDPA Management System	n / Online and
entiment analysis nabled by iPad or wearables	 AI Analytics and Intelligent Logistics Optimization Robotic Process Automation (RPA) for End to End Management Blockchain based Process Management Systems Product Authentication with QR / Image Recognition with Blockchain Connected Warehouses and Stores Adoption of Digital Solutions by existing Staff 	1. Connected Fleets	1. Smart (2. Smart) 3. Smart (

7. IoT based Theft Management (Arrival to Back of house)

8. Al Bots

- very Track & Trace system with Chatbot/ Voice ted based delivery tracking, Real-Time ocation Analytics
- uct Inventory Optimization using Prescriptive *itics*
- 2. Predictive Data-Driven / Social Media Campaigns
- 3. AI Driven Membership Campaigns on In-Store Screens

nd Offline systems are linked

- rt Query Resolution Chatbots
- rt Lockers
- rt Screens

- 1. Predictive Data Analytics AI Driven Personalized Promotions
- 2. Gamified Augmented Reality advertisements