



What does generative AI look like for retail? A friendly face

Turn retail transactions into conversational connections with an intelligent virtual assistant

Generative artificial intelligence (GenAI) tools are becoming the new go-to for 70 percent of consumers seeking product or service recommendations, replacing traditional search methods. Capgemini and Amazon Web Services (AWS) bring this functionality to life at the next level – giving it a dynamic identity that will turn heads in stores and is as effective on mobile devices and web sites.

The intelligent virtual assistant pairs digital human technology with three foundation models on Amazon Bedrock, as well as other AWS core services.

It can be implemented in a smart phone application, on a website, or via an in-store kiosk, augmenting customer experiences across channels.

Voice-activated and generative AI-enabled, the virtual assistant wields deep product knowledge to complement store staff, delight customers, and drive sales.



How it works

For customers, interacting with the virtual assistant is simple. They just walk up, say or type “hi” or “hello” and start asking questions.

The virtual assistant transcribes the query in real time, so customers can confirm the question is properly understood. Within seconds, it responds either with a return greeting, specific inventory suggestions, or a follow-up question to collect more information. It can also surface special promotions or additional recommendations to support increased buyer intent.

Powered by AWS generative AI services, the responses are truly dynamic – going well beyond a simple chatbot script. The virtual assistant can understand complex spoken requests or even more obscure cultural references.

It leverages serverless technology and managed services on AWS to remain a responsive, scalable, and cost-effective consumption model. After business hours, for example, no computing costs are incurred. This helps clients seize this exciting opportunity without outsized upfront investment.

Features

In addition to interactive, voice-activated search, the intelligent virtual assistant expands at the bottom of the screen, offering a range of features to complete the customer experience.

- **Greet/restart:** Starts a new client interaction, forgetting the discussion and recommendations shared with the previous customer
- **Recommendation:** Performs a generative AI search, coupling general knowledge relevant to the brand along with the store’s catalog, store locations, and inventory

- **Find:** Enables a standard and fast product catalog search
- **Product details:** Displays the product page from the store’s website for a specific item
- **Try on:** Uses generative AI to create an image of the selected product on a stock image, creating a virtual try-on. Or it can contact a store employee to bring the customer the product.
- **Buy:** Lets the customer purchase any product in the catalog with available inventory, online or in store
- **Check out:** Allows the customer to purchase all items in the shopping cart
- **Deals:** Shows any active specials or promotions
- **Quit:** Ends the session
- **Help:** Provides instructions and keywords to guide the customer in efficiently interacting with the virtual assistant

Expected business outcomes

- Augment customer care
- Elevate self-service
- Improve employee effectiveness
- Boost top-line sales
- Increase customer loyalty and retention

Say hello to
growth with
generative AI.



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