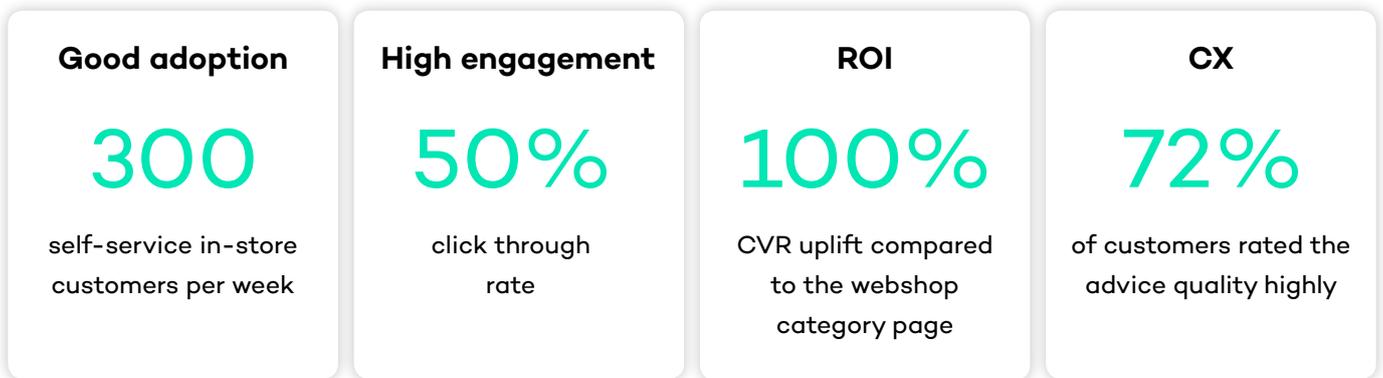




# Enriching the in-store experience with AI Digital shopping assistants

## The next generation merchant-consumer interaction



**METRO's Corporate Marketing** wanted to create a more positive experience at its stores to drive more footfall traffic and increase in-store sales. The team knew that integrating self-service solutions on kiosks and touchscreens had to be an important part of its retail strategy.

Self-service is growing exponentially as consumers increasingly expect self-service options at traditional brick-and-mortar stores. More than 85% of consumers have used a self-service kiosk when they shop, and that number is rising.

### 8 weeks, 4 categories, 3 channels, 3 languages

In an initial pilot project, METRO integrated digital assistants at a MAKRO Cash & Carry store in Alleur (Belgium). At the same time, it launched the solution on its website to ensure a consistent experience for store, website and mobile visitors.

It took only 8 weeks from ideation to the rollout of digital assistants in four product categories and 3 language versions.

To support its objective, METRO chose zoovu's AI Conversational Marketing platform to help bring a more engaging experience to its stores. Using zoovu enables the team to

- provide visitors with a **clear, effortless way to products** they want to purchase
- **customize and personalize products and offers** to the consumer's behavior and preferences
- **optimize employee time, sales and upselling efforts**
- **gain additional insight** into product performance, customer demand and audience segments

# Making shopping easy at every touchpoint

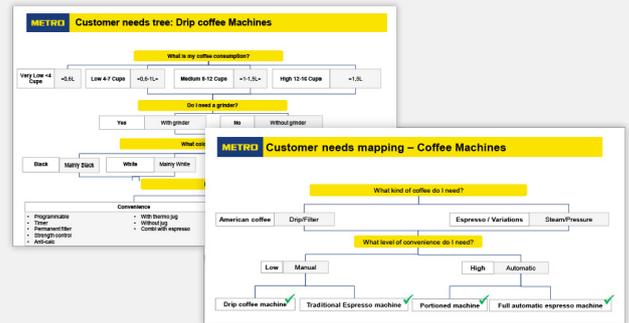
Pilot: Makro Cash & Carry Alleur (Belgium)

## 1 Concept

### Asking the right question

They served as a basis for the digital assistant concept and strategy.

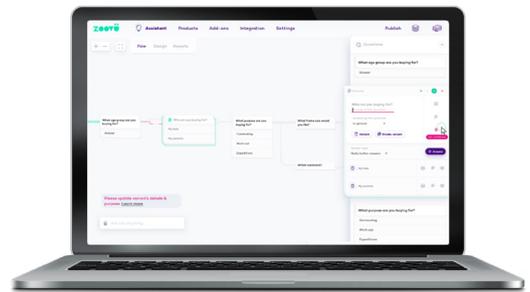
The **METRO Global Category Management** team provided its in-depth knowledge about its products and customer needs in the form of **customer needs trees** for several hundred categories.



## 2 Implementation

### Our mantra: Make complex look easy

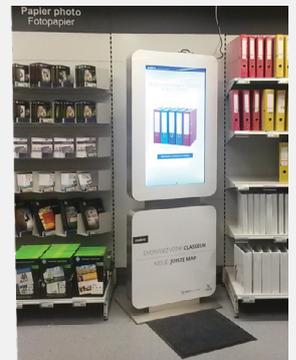
To **create and design digital assistants**, METRO benefits from zoovu's easy-to-use AI Conversational Marketing platform. The all-in-one **WYSIWYG** solution lets users build, edit and optimize conversation-based digital assistants quickly and without technical effort or custom coding.



## 3 Rollout

### Fast rollout for maximum results

zoovu's **in-store best practices and POS solution provider network** ensure a smooth and professional roll out. **Digital screens** placed throughout different store sections nudge visitors into engaging with the digital assistant. **Digital assistants on sales tablets** provide consistent, knowledgeable customer service and support.



## 4 Insights & Optimization

### Uncover crucial information

METRO's digital assistants generate valuable data and **insight into consumer demand**. With zoovu Insights, METRO can uncover customer intent and quickly find out which products are best-performers (per location) – and why! It also proactively provides information for the **continuous optimization of digital assistants**, saving METRO time and effort.

