

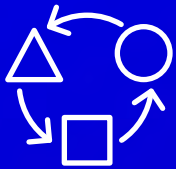


AI for enhancing Consumer Experience

Consumers are now expecting to be served in whichever way is most convenient for them. From ensuring seamless touchpoints to promoting more ethical and sustainable buying decisions, it's the truly intelligent enterprises that will gain the trust and loyalty of the modern consumer.

To survive and prosper in this new world, retailers are turning towards AI to better understand their consumers. This brochure is intended as a quick guide to highlight common use cases of AI in retail and its transformative potential for generating insights that can help you re-model your consumer experience.





Consumer Behavior Analysis



Challenge:

- Tracking consumer behavior online is possible (click through, page impressions, conversion rates) but in store it is more difficult; the customer journey is less visible and the data available is often limited to PoS transactions and loyalty data. So how do you understand what drives consumer behavior?



Solution:

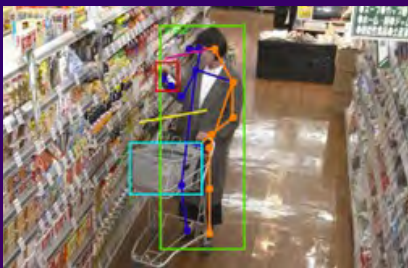
- With Fujitsu's AI-based computer vision (Fujitsu Kozuchi for Vision) and real-time data visualization, you can detect and analyze consumers' in store navigation, product browsing and selection gestures, and conversion behavior



Benefits:

- Optimization of store layout, category and product shelf placement and return of space investment
- Maximization of sales by understanding why consumers buy and do not buy certain products
- Reduction of in store fraud and stock loss by detecting consumers who have mis-scanned products at self-checkout

Visualizing and analyzing consumer behavior



Visualizing and analyzing consumer behavior



Visualizing consumers' selection trends



Confirming purchase behavior



About Fujitsu Kozuchi

Fujitsu's proprietary cloud-based AI platform, called Fujitsu Kozuchi, focuses on seven areas of AI (Generative AI, AutoML, Predictive Analytics, Kozuchi for Vision, Kozuchi for Text, AI Trust, XAI) that can be rapidly developed, tested, and implemented to deliver immediate results.

To know more about Fujitsu AI and the areas of AI under Fujitsu Kozuchi, please visit

www.fujitsu.com/global/kozuchi

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The use cases for AI in retail are not limited to the ones described in this brochure. Fujitsu regularly works closely with customers on a co-creation approach, to solve new social and organizational challenges, and build new use cases, using AI and other key technologies. If this brochure inspires you to consider new ways of leveraging AI to solve your specific business issues, reach out to us, and mention the reference code: 4230.

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