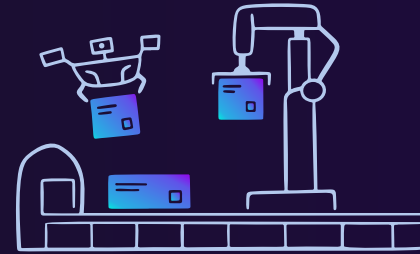


# Smart Cart - Enhancing Retail with Personalized shopping experience



## Challenge

Shufersal, Israel's retail leader, faced the challenge of improving the in-store shopping experience, reducing checkout times, and establishing more personalized interactions with customers. They sought innovative technology solutions to achieve these goals.

## Solution

To address these challenges, Shufersal partnered with Shopic, integrating their Smart Cart system. This technology not only streamlined the shopping and checkout process but also facilitated personalized interactions with customers throughout their shopping journey.

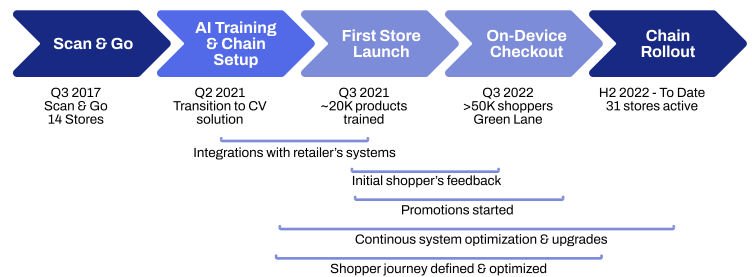
## Proof-of-Concept

The proof of concept involved deploying Smart Carts with advanced AI and customer data capabilities to enable personalized interactions. The Smart Cart employs computer vision and AI to identify products added to the cart. Customers can view the items in their cart, the total price, and any personalized or store-wide promotions on the products they added.

POC took place in one store for 7 Months, then deployed in 9 more. Each store receives approximately 50 devices, tailored to its usage and specific needs. Over the past year, the deployment of smart carts has expanded to encompass a total of 31 stores. On average, smart cart has achieved 65% of turnover goal.

Shufersal's Smart Cart, powered by Shopic, harnessed AI and customer data to create a more personalized shopping experience. As customers added items to their carts, the Smart Cart offered real-time, personalized suggestions, enhancing the overall shopping journey and making it more efficient.

**Green Lane Service:** Shufersal introduced the "Green Lane" service to customers, enabling enrolled shoppers to exit the store without the need for traditional checkout processes, eliminating the inconvenience of waiting in line or managing payments in-store.



## Results



**Enhanced Personalization:** Customers enjoyed a tailored shopping experience, leading to increased engagement and loyalty.

**Improved Sales:** Personalized product recommendations and promotions boosted sales conversion rates and basket sizes.

**Efficient Checkout:** The Smart Cart streamlined the checkout process, ensuring a seamless and convenient experience.

**Valuable Insights:** Shufersal gained actionable insights into customer behavior and shopping habits, enabling continuous refinement of their offerings.

**Shrinkage:** The outcomes surpassed those of the Scan & Go solution, with the average shrinkage in stores equipped with Smart Carts remaining on par with those without them.

## Conclusion

Shufersal's collaboration with Shopic has not only transformed the checkout process but has also significantly improved the way they interact with their customers. By integrating personalized interaction features, Shufersal created a shopping experience that caters to individual preferences and needs.

This case study highlights the potential of technology to redefine retail, emphasizing that personalized interactions can drive customer satisfaction, boost sales, and foster customer loyalty in a competitive market. The future of retail is about making every customer feel valued and attended to.

