AI-powered retail: Elevating customer experience and operational efficiency

A new era of retail, fuelled by AI and powered by people

Retail is one of the most dynamic and competitive industries in the world, where customer expectations and preferences are constantly evolving. The sector has experienced more disruption in the last five years than in the previous twenty-five. In this fast-shifting environment, AI becomes a competitive advantage only when connected to measurable outcomes.

For the first time, all stakeholders including customers, suppliers, employees and investors have shifted their behaviours and expectations simultaneously. Amid this transformation, autonomous AI assistants are emerging as strategic enablers that bridge human insight with intelligent automation.

Key market challenges:

Evolving customer expectations
Shoppers want personalised and frictionless experiences across channels

Operational complexity
Managing omnichannel operations, stock and fulfilmentat scale

Workforce dynamics
High turnover and the need to upskill store teams quickly

Supply chain volatility
Disruptions that require real-time visibility and adaptive decision-making

Why agentic AI, and why now?

As customer and stakeholder expectations shift rapidly, agentic AI delivers the speed and accuracy retail needs. It combines human judgement with autonomous intelligence to deliver:

Human-centred experiences
Demand for conversational commerce and natural-feeling virtual assistants

01

02

Empowered associates
AI copilots that simplify tasks, give instant answers and free time for customer engagement

Resilient operations
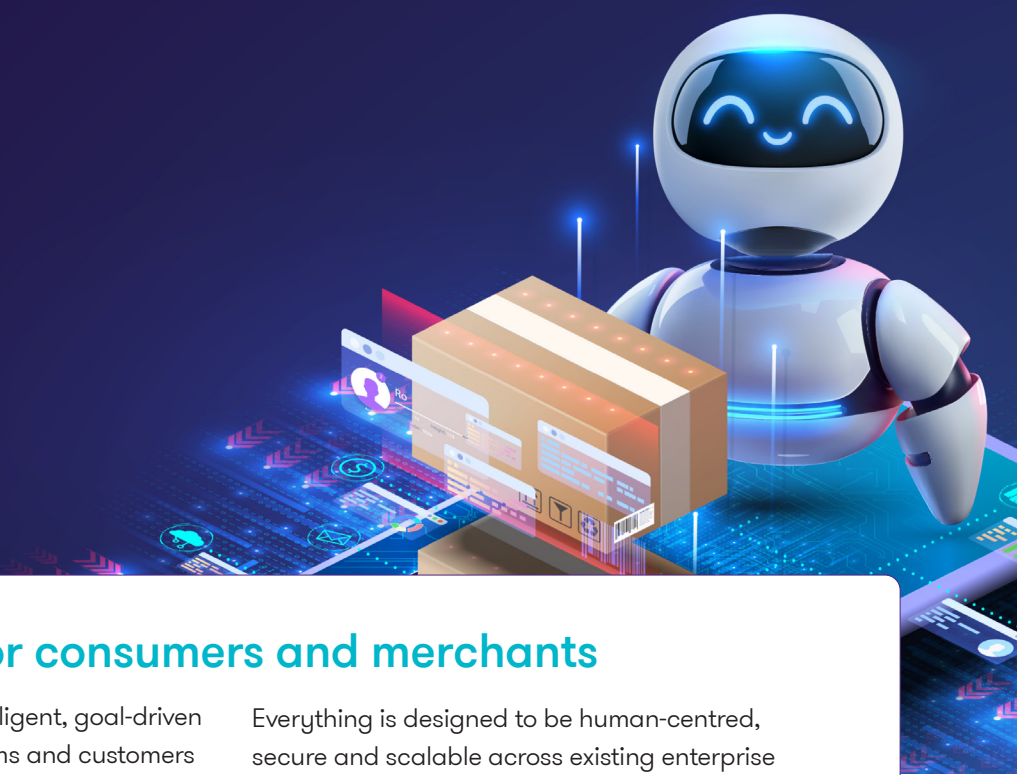Predictive systems that keep stock, fulfilment and supply chain processes running smoothly

03

04

Measurable business impact
Lower costs, faster execution and stronger customer satisfaction and loyalty
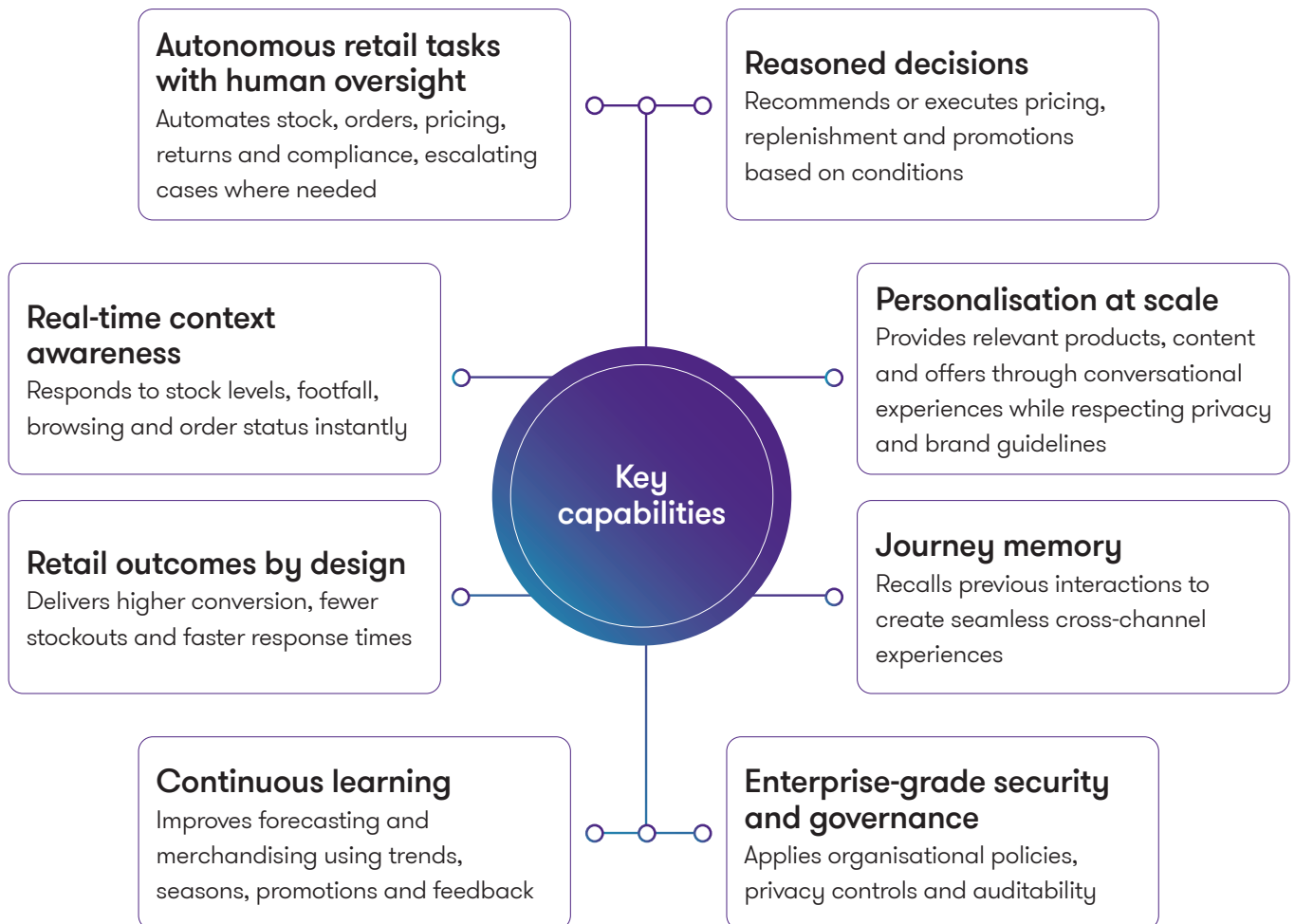
Agentic AI for the new retail ecosystem

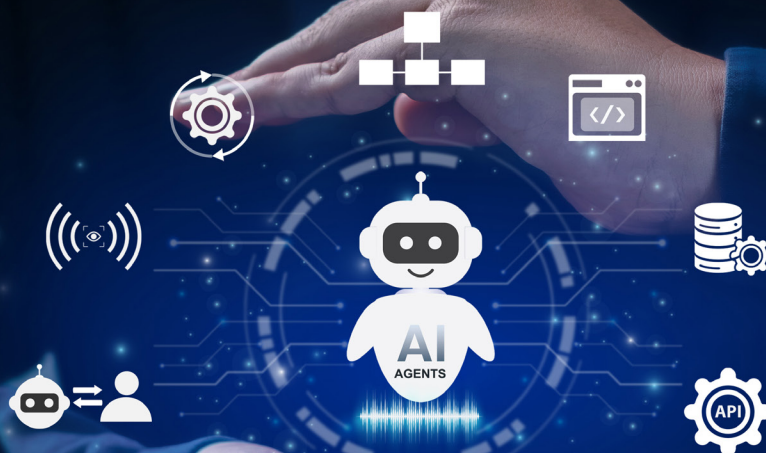## Creating value for consumers and merchants

Agentic AI for retail deploys intelligent, goal-driven agents that work alongside teams and customers to transform everyday operations. These agents guide shoppers, support associates in confident decision-making and streamline critical processes.

Everything is designed to be human-centred, secure and scalable across existing enterprise resource planning, customer relationship management, point of sale and ecommerce platforms.

Autonomous retail tasks with human oversight
Automates stock, orders, pricing, returns and compliance, escalating cases where needed

Reasoned decisions
Recommends or executes pricing, replenishment and promotions based on conditions

Real-time context awareness
Responds to stock levels, footfall, browsing and order status instantly

Personalisation at scale
Provides relevant products, content and offers through conversational experiences while respecting privacy and brand guidelines

Retail outcomes by design
Delivers higher conversion, fewer stockouts and faster response times

Journey memory
Recalls previous interactions to create seamless cross-channel experiences

Key capabilities

Continuous learning
Improves forecasting and merchandising using trends, seasons, promotions and feedback

Enterprise-grade security and governance
Applies organisational policies, privacy controls and auditability

From storefront to supply chain: AI agents in action

Resilient operations
Predictive systems that keep stock, fulfilment and supply chain processes running smoothly

Empower store associates
Predictive systems that keep stock, fulfilment and supply chain processes running smoothly

Personalised customer service
Always-on support for orders, returns, loyalty and offers, with smooth escalation to human teams

Agile supply chain
Identifies risks, suggests reroutes or substitutes and triggers replenishment

Smarter operations
Automates tasks, audits and compliance checks and alerts teams when action is required

Merchandising and marketing intelligence
Analyses sales, traffic and feedback to optimise assortment, pricing and promotions

The foundation powering retail intelligence

Seamless system integration
Access more than 1,000 connectors to link ERP, CRM, POS, OMS and WMS systems

Azure AI foundation
Use Azure AI for reasoning, retrieval and orchestration with human-in-the-loop controls

Retail-ready data
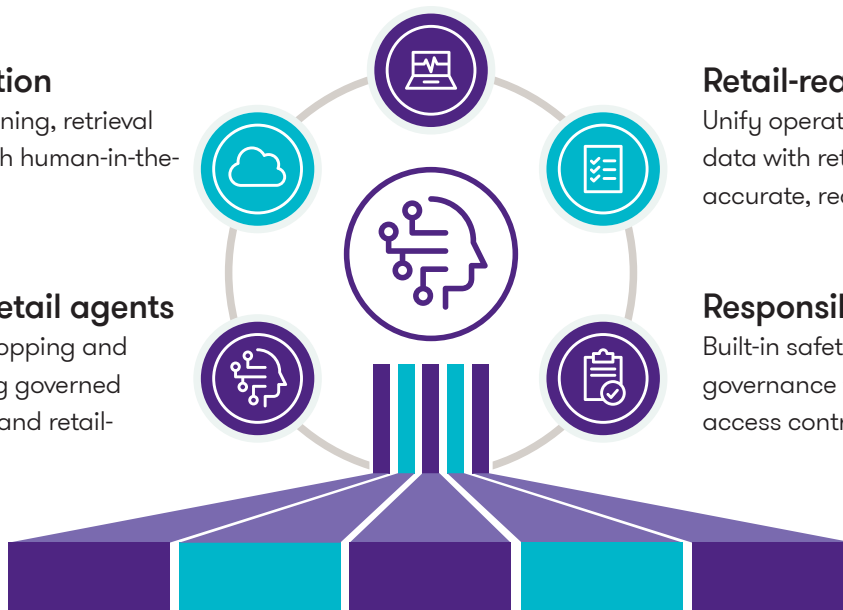Unify operational and customer data with retail semantics for accurate, real-time intelligence

Copilot Studio retail agents
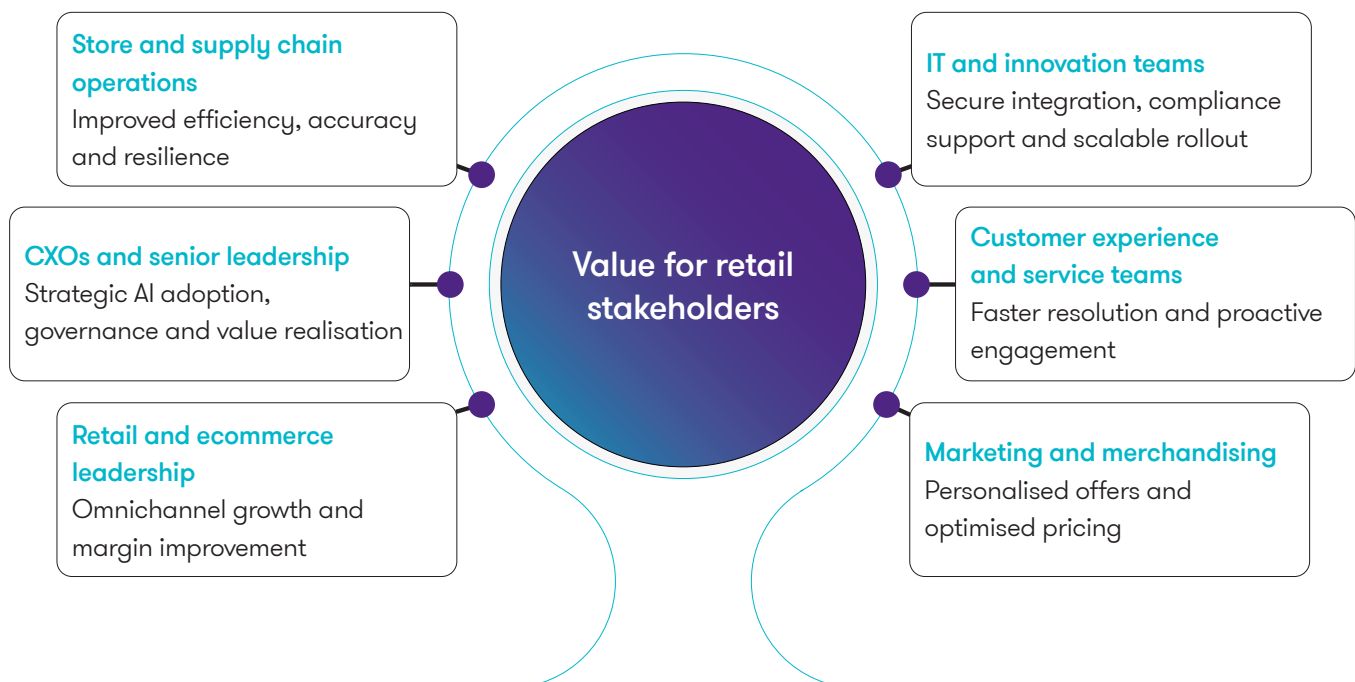Build AI agents for shopping and store operations using governed prompts, connectors and retail-specific skills

Responsible by design
Built-in safety, privacy and governance through filters, policies, access control and monitoring

Business value

Better availability and speed
Fewer stockouts, faster replenishment and improved delivery reliability

Higher sales and engagement
Relevant discovery, timely offers and consistent journeys

Empowering teams
Quicker responses, simpler training and support for complex tasks

Lower operating costs
Automation across stores, service and supply chain reduces manual effort

Faster time to value
Start with a focused scenario, then scale through templates and connectors

Value for retail stakeholders

Store and supply chain operations
Improved efficiency, accuracy and resilience

CXOs and senior leadership
Strategic AI adoption, governance and value realisation

Retail and ecommerce leadership
Omnichannel growth and margin improvement

IT and innovation teams
Secure integration, compliance support and scalable rollout

Customer experience and service teams
Faster resolution and proactive engagement

Marketing and merchandising
Personalised offers and optimised pricing

*Please note: This flyer represents our point of view; the final application will be developed in accordance with the customer's specific requirements.

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To learn more about how our Agentic AI solution can transform your operations and customer experience, get in touch with our experts today.

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