V-SOFT® DIGITAL

Retail Store AI Computer Vision Analytics

Company

A leading gasoline and convenience retail chain based in the Southeast with around 200 locations throughout the U.S.

Challenge

The company wanted to improve the overall shopping experience by expanding their understanding of consumers (i.e. items they wanted) to help retain existing customers and attract new customers.

Solution

V-Soft Digital implemented an artificial intelligence (AI) computer vision system that extracted insights from camera feeds. The comprehensive visibility filled a never-before-seen dimension to the consumer experience, previously limited to the point-of-sale (end result). Built-in dashboard analytics helps management understand consumer behavior and enhance customer engagement.

Result

This computer vision-powered analytics solution led to better store layouts, optimized item positioning and personalized interactions, which increased customer satisfaction by 40%. In addition, these new data points helped further customize loyalty programs, allowing the client to better engage their VIP customers, leading to an average increase of 28% in revenue per location.

Increased Customer Satisfaction **40%**

Revenue Growth **28%**

TECHNOLOGY APPLIED

- Internet of Things
- Computer Vision
- TensorFlow
- OpenCV
- Amazon Kinesis
- Amazon SageMaker

---

aws

NMSDC MBE Certified

WBENC WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL JOIN FORCES. SUCCEED TOGETHER.

#120623