



Just say it and you're done!

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White Paper: TALKSENSE for Retail

Background:

Retail industry is bound to be disrupted. There are numerous areas where this – until recently – traditional industry is investing resources to change the way it is handling last mile delivery (see a Capgemini report [here](#)), or make the brick and mortar services highly connected with unique technologies (see Deloitte report [here](#)).

Naturally, the “Amazon Effect” on retailers in the US and globally, is responsible for the increasing competition in this vector, across different areas, from pricing, to shipping to online offering and consumer experience.

Last, the Covid_19 pandemic brought a lot of retailers to adjust and re-design their in-store, physical services, so that it will allow consumers to have minimum touch interfaces, while keeping their shopping habits as usual as can possible.

In this paper, we’ll present several challenges, which we believe can be mitigated with voice technology.

*“The retailers with the highest degree of **touchless automation**, both in stores and in warehouses, may enjoy a clear competitive advantage, as they face lower risk to consumers, employees, and their overall operations. Increasing focus on improving health, paired with increased demand for fresh food could drive longer-term habits focused on healthy lifestyle and nutrition...” (McKinsey, [2020](#)).*

Challenging Use Cases:

- **Consumers’ experience:** The consumer is expecting an easy, intuitive and accurate interface with their Retailer provider:
 - **Smart, Connected Devices:** While in store, the consumer look for services which will add value to the shopping experience. This can span from real time inventory query, self-service, automated customer case, and so on.
 - **Great Consumer Experience:** The services provided are expected to make the consumer highly satisfied with the shopping journey, experience, and overall engagement. Consumer expects to receive personalize information (e.g. special discount), which is beneficial to the current shopping task.

- **Privacy:** Though heavy tech is invested, the consumer is aware of the use of personal identifiable information (PII) and expects his \ her retail store to keep it private, and not manipulate or expose it to other platform vendors. See more on this [article](#).
- **Covid_19 Effect:** Touch-Free is mandatory for consumers to feel safe enough to keep coming to the store and keep shopping. This trend is expected to stay for significant time into the future. Also called **The New Normal**.
- **Employee's Experience:** employees have different points of engagement with Services in the store or warehouse, and challenges include:
 - **Mobile workforce report:** In Store Associates or traveling agents need to report back to their HQ system (ERP \ CRM). In many cases, the employee will need to invest a lot of time in order to complete their task (or query). The traveling agent will report once back at the office, when a lot of the valuable information is forgotten.
 - **Training and Knowledge Management System (KMS):** For large retail chains, sharing new information or data across all branches is a complicated task, let alone receiving a feedback from the employee.
 - **Covid_19 Effect:** Like for consumers, the Touch-Free is mandatory for employees to feel safe enough to perform their daily tasks efficiently.
- **Privacy and Regulations:** Retail brands are increasingly adopting the understanding that user personal data privacy and business data ownership are key components in sustaining their business traction and competitiveness.

Suggested Solution:

"The retail market addressable through these devices will reach \$35 billion by 2020, but voice-platform owners, including the world's leading online retailers, will be the gatekeepers to this new source of growth. They will be free to promote any vested interests in retailing and brand promotion, a situation the industry should avoid. Voice-ordering is not just another channel. It marks the era of conversational commerce by creating a new relationship between consumers and brands. Retailers and manufacturers will become providers of curated services and customer experiences that solve problems and engage consumers, whether at home, in the store, or on the move". (From [Capgemini, innovation in retail how voice is altering commerce. Feb 2019](#))

Using disruptive technology, as well as innovative approach to data capture and user experience, TALKSENSE helps handling the gaps mentioned, and generate new methods for Consumers' & Employees' engagement, self-service, improved data collection and more.

Introducing TALKSENSE, the Enterprise - Turning every interface to voice enabled.

About TALKSENSE:

TALKSENSE turns any application and/or device into voice enabled, in any language, accent, device, platform or use case. TALKSENSE allows its users to make an accurate & reliable voice interaction.

Our solution processes the voice input within a dynamically created context, to provide an accurate data & results. Using proprietary NLP and ML engine, TALKSENSE's solution is self-learning and self-improving with every use of the user.

TALKSENSE's unique advantages:

- **Precise due to in-context processing approach:** voice input is processed within the unique context of each customer.
- **Data Privacy:** Processed data is not share with a cloud vendor platform (e.g. Amazon, Google). Engine can reside on customer's dedicated cloud / on premise server.
- **Ease of implementation:** Integrating TALKSENSE Voice Layer requires couple of hours to few days, and has no prerequisites of NLP/Voice special skills in house.
- **Brand Strength** – TALKSENSE can be white-labeled to empower existing customer brand with voice interface.
- **GDPR Compliant** – None of the information processed by TALKSENSE Engine contains PII data.

TALKSENSE Approach:

As a best practice, TALKSENSE team suggests a phase's approach, which will gradually enhance the voice service implementation, while monitoring progress and KPIs.



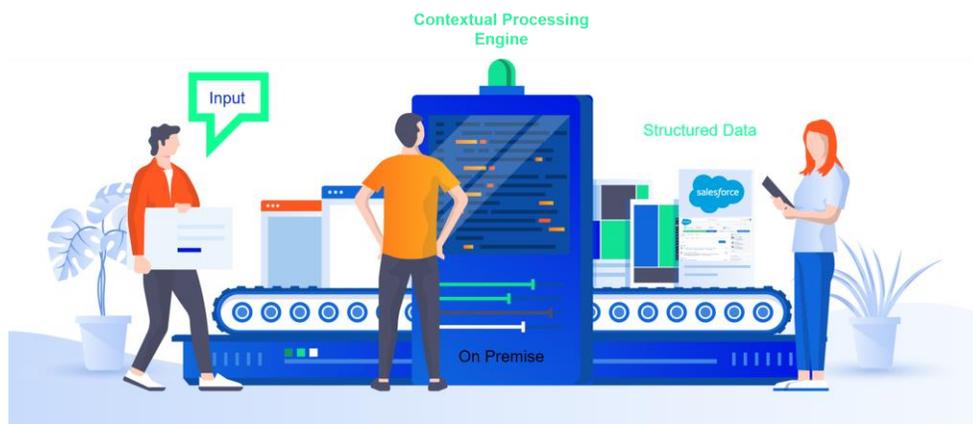
Suggested phases:

- **Introduction**, challenges discovery – identifying potential use cases to be handled with Voice User Interface.
- **Brainstorm**, workshop – mutually designing basic solution architecture, to set the foundation of a possible collaboration – mainly for POC at first.
- **POC** – executing Voice Layer implementation in a designated use case, including agreed upon KPIs, POC duration, and audience.
- **Production Design** – discussing POC results and suggesting next steps towards a complete deployment.

Solution Architecture

As previously described, TALKSENSE Contextual Processing Engine can be deployed in an on premise or secured cloud environment, to provide enhanced control over the generated data. It is recommended to make such deployment as part of product discussion, thus keeping initial evaluation and technology exploration processes lean and resources effective.

Below is our solution high level architecture diagram:



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