

Personalizing the shopping experience to increase customer satisfaction and boost sales



## IBM personal shopping assistant



### Highlights

- **Enables direct communication with customers while they shop**
- **Leverages leading technology to keep POS systems aligned with store dynamics**
- **Personalizes your customers' shopping experiences for incremental business**
- **Improves sales and reduces costs for clear competitive advantage**

### Delivering personalized promotions right at the point of purchase

Faced with fierce competition, retailers must find ways to both improve operational efficiency and enhance the shopping experience. The IBM personal shopping assistant offers just the answer with a sophisticated computing system that mounts on shopping carts and guides customers through the store environment.

Through the use of a wireless, touchscreen tablet, customers can scan items for self-checkout, bag their purchases while they shop, place special orders and find items in the store. For powerful point-of-purchase retailing, the system enables you to deliver relevant promotions to shoppers

in realtime, based on historical purchase behavior and their current location in the store. Because the solution helps you enhance the shopping experience, you can increase customer satisfaction, strengthen loyalty and drive sales.

### Embracing breakthrough technology for on demand operations

The personal shopping assistant comprises an integrated package of hardware, software and services. The wireless touchscreen computer and handheld scanner from IBM are designed to withstand harsh consumer wear. The solution also offers location-tracking to pinpoint shoppers' locations as they traverse the aisles. It features the industry-leading Cart Companion application, developed by IBM Business Partner Cuesol, Inc. ([www.cuesol.com](http://www.cuesol.com)), for easy-to-use ordering, product comparison and store location capabilities. Built for the Java™ 2 Enterprise Edition (J2EE) platform, Cart Companion also leverages IBM Store Integration Framework to connect customer activity with point-of-sale (POS) systems and provide an in-store infrastructure that scales to support consumer demand peaks.



IBM also offers consulting, installation and store support services so your personal shopping assistant solution meets unique business requirements. With this integrated approach, you'll gain a realtime connection to buying patterns and store traffic so you can reduce stock-outs, optimize product placement and accommodate staffing needs.

*“Grocery shopping will never be the same once shoppers begin using the features of the new IBM personal shopping assistant. Advanced retail technology like this will allow us to better serve our customers by giving them new personalized services.”*

*Faith Weiner,  
Stop & Shop Supermarket Company*

### **Saving consumers time and money**

After placing special orders for the deli, bakery and pharmacy in advance, shoppers are notified when their requests are ready. Because customers bag their purchases as they go and access self-service pay stations, including IBM Self Checkout systems, they bypass checkout lines.

Through the use of loyalty cards, the system displays electronic coupons based on past purchases. It also showcases store specials within a shopper's current vicinity, automatically updating the screen as a customer traverses the store. The end result is improved rewards for loyal shoppers and incremental revenues for you.

### **Driving bottom-line profits**

By sending relevant promotions to consumers while they shop, your store can offer a more personalized, convenient shopping experience to promote repeat business. The IBM personal shopping assistant also helps to reduce costs. Because customers can scan and bag their own goods, you require fewer employees at checkout lanes. With the ability to communicate specials electronically, you can also save significantly in traditional advertising costs.

### **For more information**

To learn more about the IBM personal shopping assistant and IBM solutions for the retail industry, please visit **ibm.com/industries/retail**, or contact:

Myra Snyder  
Business Development Executive  
Retail on demand  
001 914 642-5142  
myras@us.ibm.com



© Copyright IBM Corporation 2004.  
All Rights Reserved.

IBM Corporation  
PO Box 12195  
3039 Cornwallis Road  
Research Triangle Park  
NC 27709

Printed in the United States of America  
02-04

© The e (logo), e-business on demand and the e (logo) business on demand lock-up, IBM and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both.

™ Java is a trademark of Sun Microsystems, Inc. in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates. Copying or downloading the images contained in this document is expressly prohibited without the written consent of IBM.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, IBM warranty terms apply.

1 The IBM home page on the Internet can be found at **ibm.com**

♻️ Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.

*Front cover shows IBM personal shopping assistant with the Cart Companion application from Cuesol, Inc.*



G581-0236-01