

THE AI + RFID-POWERED STORE OF THE FUTURE

A recent surge in RFID adoption prompts the question: Are the retailers adopting RFID using it effectively?

AI can enable a real-time RFID data feed to automatically generate and assign the optimal tasks, layouts, promotions, processes, analytics and insights.

Here's what's in store for the RFID-powered store of the future.

ITEM-LEVEL, RFID-BASED INVENTORY MANAGEMENT

- >> Overhead-based, real-time RFID data prevents stockouts and overstock.
- >> Real-time replenishment boosts sales with increased exposure to the right articles.
- >> RFID (on a real-time platform) enables item location accuracy of 3-5ft and 99% inventory accuracy.

Out-of-stock products lead consumers to shop elsewhere, causing lost sales equal to **71.4** billion U.S. dollars.¹



UNIQUE, PERSONALIZED CUSTOMER EXPERIENCES

- >> Smart fitting rooms with style, fit and color recommendations increase basket size and enhance the shopping experience.
- >> Self-checkout and checkout-from-fitting-room options accelerate and simplify transactions while reducing queue times and lines.

76% of consumers will switch brands or stores if they don't like their experience.²



SEAMLESS OMNICHANNEL INTEGRATION

- >> 99% inventory accuracy enables retailers to fulfill more orders faster, with fewer order rejections. Inventory location precision reduces the time and cost of fulfillment.
- >> Pathing technology guides employees through their workflows efficiently and can be shared with third-party providers (e.g., DoorDash).

Buy online, pick up in store (BOPIS) services for retail chains in the Top 500 reached **82.7%** penetration in 2023³



ENHANCED WORKFORCE MANAGEMENT

- >> Intelligent, dynamic tasking with real-time RFID data ensures the right associate is doing the right task at the right time.
- >> Real-time insights empower staff and improve customer service.

76% of workers think adopting digital processes would boost their output.⁴



INTELLIGENT LAYOUTS AND DISPLAYS

- >> Smart analytics tools help optimize store layouts.
- >> Heatmaps enable better product placement and store navigation.
- >> Customized layouts drive higher conversions.

Layouts and location matter. **82%** of purchase decisions are made in-store.⁵

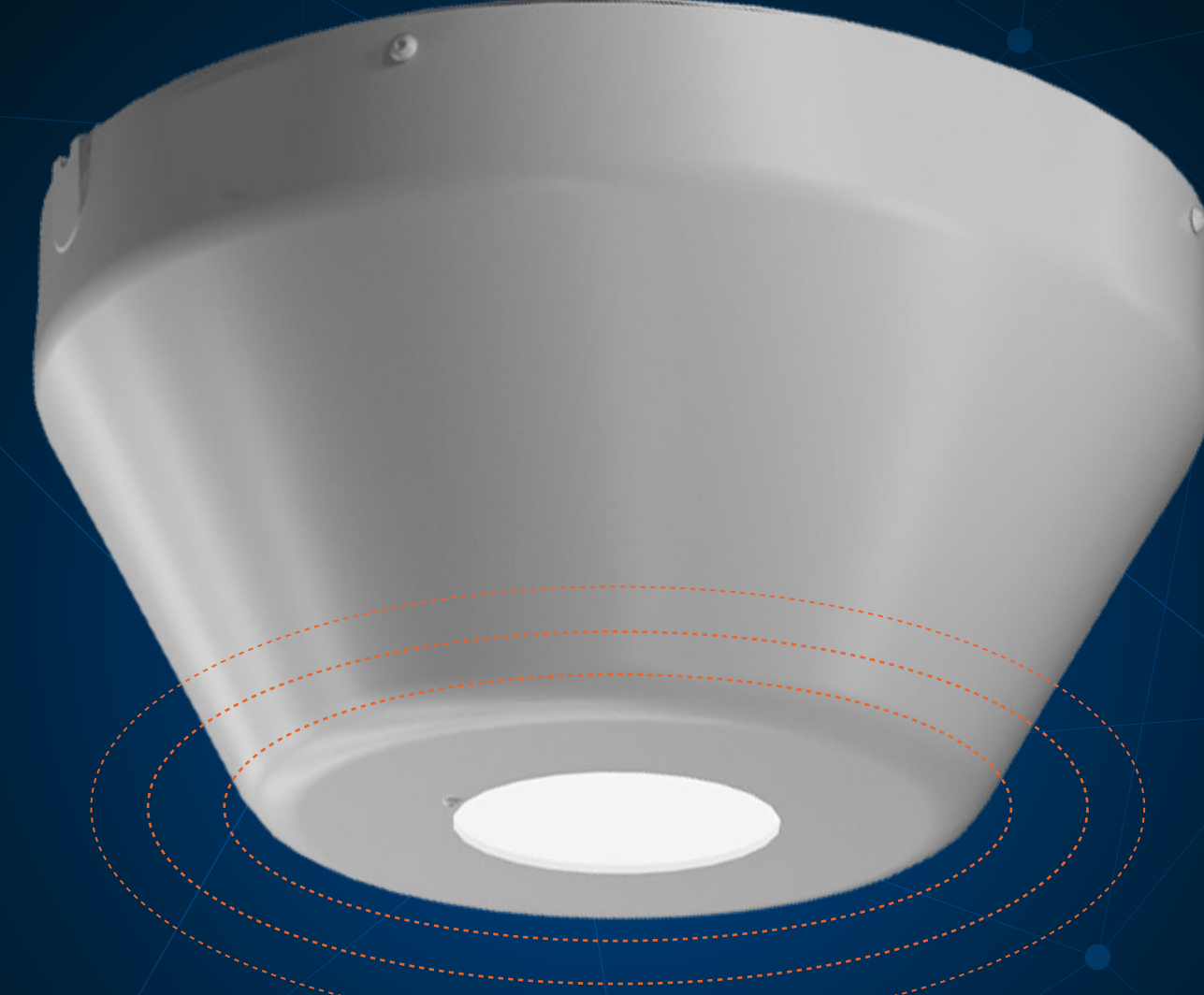


NEXT-GEN THEFT PREVENTION

- >> RFID-based Electronic Article Surveillance (EAS) reduces Organized Retail Crime (ORC).
- >> Real-time shrink visibility automatically triggers replenishments and reorders.

Retailers lost an estimated **\$94.5** billion nationwide to shrink in 2021 and 70% of retailers believe organized retail crime has become a more prevalent threat over the last five years.⁶

gStore AI-driven operational software can help you maximize the value of your RFID deployment. The end-to-end store execution and retail management solution enables omnichannel fulfillment, real-time replenishment and intelligent workforce tasking. Using real-time overhead RFID technology, the platform increases inventory accuracy up to 99% and doubles staff productivity, creating an engaging and seamless in-store experience for customers.



Sources:
1: <https://www.marketingdive.com/spots/the-impact-of-in-store-signage-on-consumer-purchase-decisions/605794/>
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3: <https://www.digitalcommerce360.com/product/omnichannel-report/>
4: <https://www.peoplehum.com/blog/top-8-hr-challenges-in-the-retail-sector>
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