

## HOW AI + RFID CAN GET YOUR RETAIL STORE HOLIDAY SEASON READY

With consumers demanding earlier holiday sales and promotions, there's barely time to recover from the back-to-school madness before the busiest shopping season begins.

The best-prepared stores will leverage AI and RFID technology to automatically generate and assign the optimal tasks, layouts, promotions, processes, analytics and insights.

Here are 6 strategies to ensure a smooth, profitable holiday season.

### REAL-TIME, RFID-BASED INVENTORY MANAGEMENT

- » Item location accuracy of 3-5 ft, 98% inventory accuracy and updates every 15 minutes
- » Overhead-based RFID to prevent stockouts of seasonal must-haves
- » AI-driven replenishment for increased exposure to timely promotions

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



### FAST, PERSONALIZED CUSTOMER EXPERIENCES

- » Self-checkout and checkout-from-fitting-room options to accelerate and simplify transactions for busy shoppers
- » Automated upselling through smart fitting rooms with style, fit and color recommendations

**76%** of consumers will switch brands or stores if they don't like their experience.<sup>2</sup>



### AI-DRIVEN PROMOTIONS AND DISPLAYS

- » Smart analytics for real-time optimization of store layouts
- » Heatmaps for better product placement and store navigation

Layouts and location matter. **82%** of purchase decisions are made in-store.<sup>3</sup>



### SEAMLESS OMNICHANNEL INTEGRATION

- » Inventory location precision and AI-driven tasking for faster, more cost-efficient fulfillment of BOPIS and SFS orders – with fewer order rejections
- » Pathing technology to maximize employee productivity and share 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 2023<sup>4</sup>



### SEASONAL WORKFORCE MANAGEMENT

- » Intelligent, dynamic tasking: the right associate doing the right task at the right time
- » In-app prompts, guidance and insights to minimize training needs and improve customer service

**76%** of workers think adopting digital processes would boost their output.<sup>5</sup>



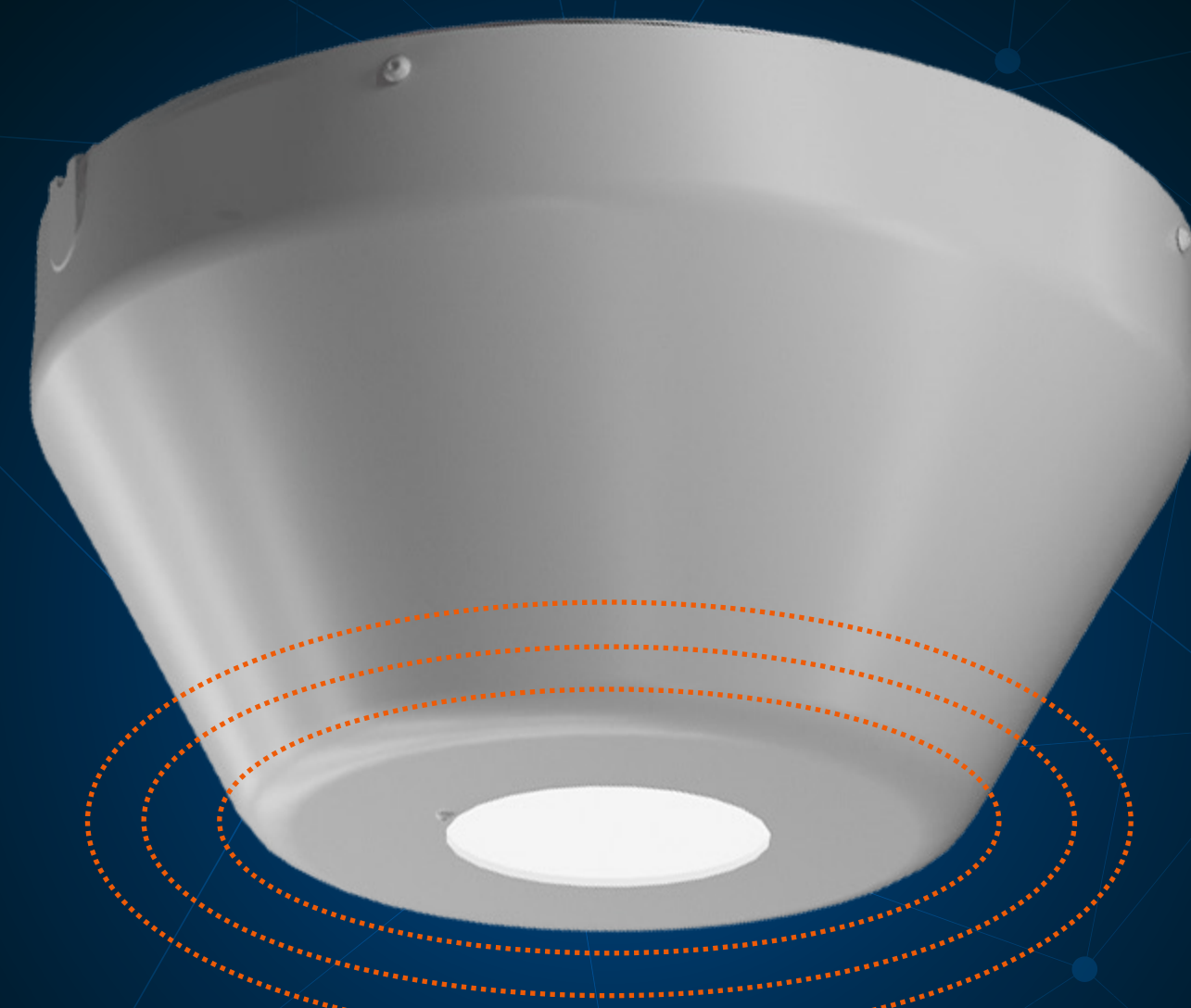
### NEXT-GEN THEFT PREVENTION

- » RFID-based Electrical Article Surveillance (EAS) to reduce Organized Retail Crime (ORC)
- » Real-time shrink visibility triggering automatic 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.<sup>6</sup>

Don't wait until November to set up your stores for holiday season success. See how gStore works with RFID in [this video](#) and then [contact us](#) to learn more about our single-store pilot program.

**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 to 98% and doubles staff productivity, creating an engaging and seamless in-store experience for customers.



Sources:

- 1: <https://www.marketingsdive.com/spons/the-impact-of-in-store-signage-on-consumer-purchase-decisions/605794/>
- 2: <https://www.digitalcommerce360.com/product/omnichannel-report/>
- 3: U.S. Bureau of Labor Statistics
- 4: <https://www.peoplehum.com/blog/top-8-challenges-in-the-retail-sector>
- 5: <https://www.bolt.com/thinkshop/bopis-overview-for-retailers>
- 6: <https://nrf.com/blog/insig-toll-organized-retail-crime>