



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.¹



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 2023²



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.³



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.⁴



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.⁵



NEXT-GEN THEFT PREVENTION

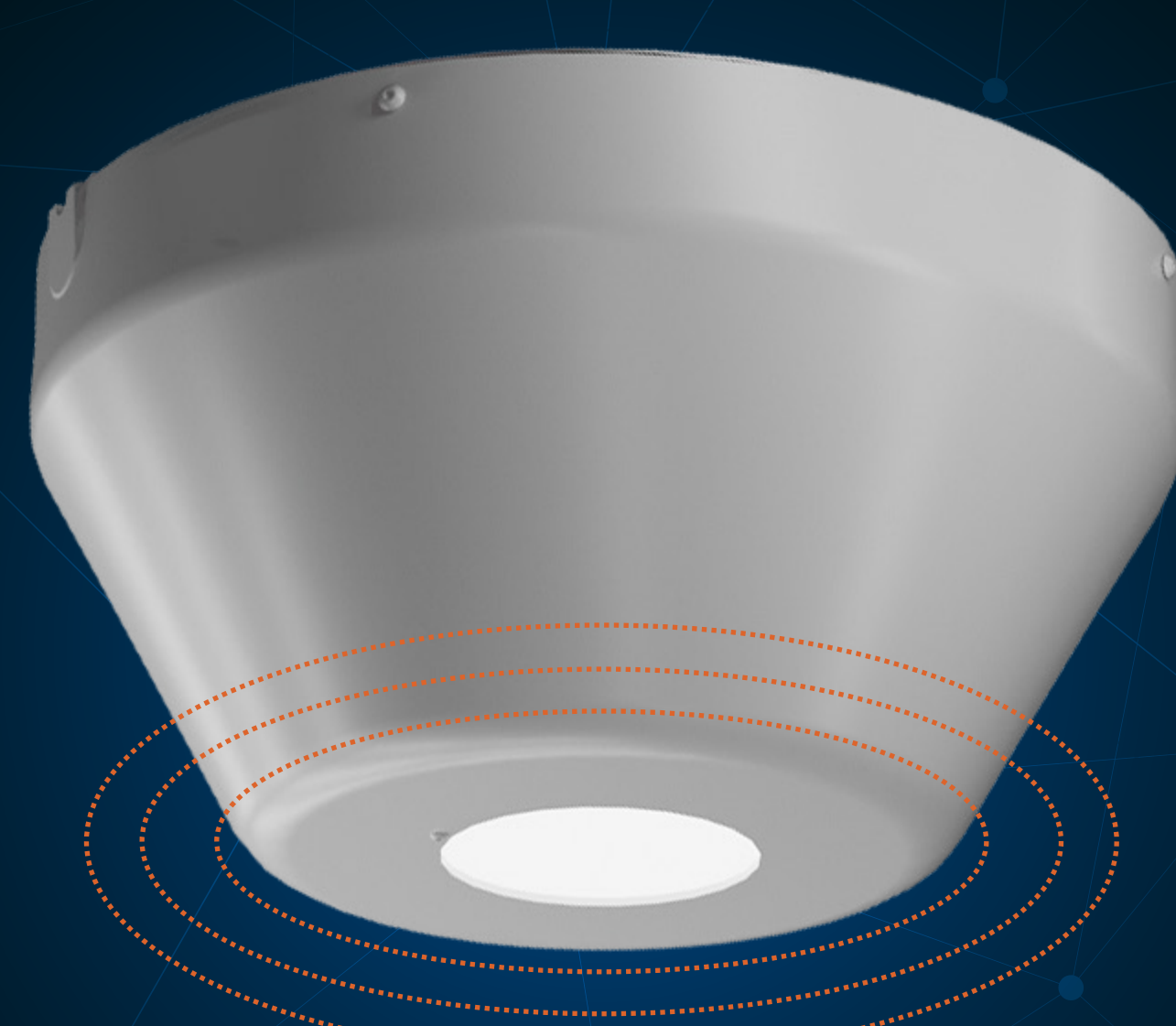
- » RFID-based Electronic Article Surveillance (EAS) to reduce Organized Retail Crime (ORC)
- » Real-time shrink visibility triggering automatic replenishments and reorders

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.⁶

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



Sources:

- 1: <https://www.marketingdive.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-hr-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>