

# Infosys cobalt SPICES FRAMEWORK ON STORE OF THE FUTURE

Today most of the retail stores are rows of shelves and generic aisles. However, the retail "Store of the Future" is a sensory journey, a personalized hub, and a seamless experience all rolled into one. Imagine walking into a store, greeted by AI avatars who know your name and preferences. Shelves that talk back to you, interactive displays showing product details and suggesting complementary products. A store where checkout lines are a thing of the past, empowering the customer with intuitive self-service portals.

This isn't any science fiction; it's the evolving reality of retail. Technology, data, and the need for customer experience are reshaping the shopping landscape, creating a future where every

interaction is tailored to the customer's requirements. The retail Store of the Future will exceed the customers' expectations and build loyalty beyond imagination.

The question that now arises is, how do the retailers prepare themselves for the Store of the Future? Is there a secret sauce behind this? Well, there's no secret sauce, but some SPICES.

SPICES is a framework developed by MBCC Retail team at Infosys. This framework talks about the ingredients that result in an interplay of data, technology, experience, and human connection to create the Store of the Future.



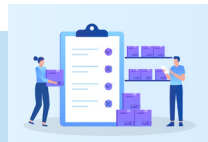
# INGREDIENTS TO "SPICE" UP THE STORE OF THE FUTURE



## S

### STORE FOCUSED SOLUTIONS

Technologies, strategies, and approaches that prioritize improving the "phygital" store experience for both customers and employees. They aim to create a more engaging, efficient, and personalized shopping environment.



## P

### PRODUCT DRIVEN APPROACH

Optimizing inventory management with the help of demand forecasting, dynamic inventory allocation, omnichannel integration, traceability and transparency.



## I

### INSIGHTS

Understand customer behavior, preferences, and trends, make informed decisions, leading to improved customer experience, increased sales, and enhanced profitability.



## C

### CUSTOMER EXPERIENCE

Personalized experience, convenience and ease of use, quality products and services, friendly, knowledgeable and helpful staff, seamless omnichannel experience, positive interactions and resolutions.



## E

### EMPLOYEE EMPOWERMENT

Employees feel valued, trusted, and equipped to make decisions. Clear expectations, role understanding, access to training and development opportunities, feedback and recognition, tools and tech needed to perform tasks efficiently.



## S

### SUSTAINABILITY IN RETAIL

A holistic approach that considers the environmental, social, and economic impacts of the entire retail operation, from sourcing materials to product disposal. To minimize the negative impact on the planet and society while ensuring long-term success for the business.



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