



Social Robots in retail

Social robots are a key tool to reignite post-covid shopping experiences

Imagine that you need to visit a physical store. Although COVID restrictions are gradually easing, you are still feeling slightly uncomfortable and cautious about the situation. You are keen to limit your time in the store and would like to avoid touching any surfaces, but you also know that you will need some help and guidance to complete your errand.

When entering the store, you are greeted by a friendly face who, as a happy surprise, happens to speak your native language even though it's not the most common one. Your initial questions are answered immediately and any concerns about the store's restrictions are resolved with a short update, easing your prior worries. After explaining your needs, you are sent exactly in the direction you need to go, easily finding the product of your choice.

You leave the store after providing some thoughts and feedback on your experience, feeling unexpectedly cheerful and in good spirits. You know that you will feel safe to return again soon.

A retail sector with challenges ahead

The COVID-19 pandemic has put an already challenged retail sector under additional pressure. Once the pandemic passes, finding new innovative ways to attract customers back to the physical stores will be critical to survive, all while keeping both staff and visitors safe.

What if there was help available to...

- **Provide personalized, in-store service without health risks**
- **Ensure an exciting experience whilst maintaining COVID guidelines**
- **Easily scale up & down depending on customer demand**
- **Understand customer patterns & behaviour in a structured approach**

How Furhat can help

- ➔ **Greet customers in their native language**
- ➔ **Help automate click & collect**
- ➔ **Enforce COVID guidelines**
- ➔ **Elicit feedback on customer experiences**

Furhat Robotics, the world-leading social robotics provider from Sweden, presents a new unique concept for reigniting the in-store shopping experience once COVID restrictions have been eased.

The Furhat robot, placed in a physical store, will greet customers in their own language, access online orders, automate in-store pickup processes, answer questions, and register customer feedback, all while complying with COVID guidelines. Via Furhat's integrated camera, the robot can recognize purchase confirmations through QR codes, allowing customers to easily collect online orders and other pre-packaged goods. Furhat's capability to interact with groups ensures the handling of questions from multiple people simultaneously.

Not only will this be a means of ensuring in-store service in a COVID-safe way through the no-touch solution, it will also be available on a 24/7 basis. The expressiveness and interactiveness of the robot provide a whole new dimension to new digital solutions for customer service. This solution limits the impact that physical retail stores have felt, due to reduced human resources and poor customer experiences because of COVID restrictions.





Key technical features

- ✓ Information display to show recommendations and additional information
- ✓ Speaks your language (40+ languages available)
- ✓ Back-projected face, fully customizable with faces and gestures to represent your brand (20+ faces available, in male, female or animated characters)
- ✓ Integrated camera with QR code compatibility
- ✓ Easily accessible Content Management System that integrates with existing back-end systems
- ✓ Easy management of fleets of robots across stores through specialized tools
- ✓ GDPR compliant

Customer spotlight - Meet the social robot automating in-store pickups

As robots and AI are becoming increasingly prevalent in physical spaces across the globe, multinational telecommunications provider Etisalat teamed up with leading fashion group Mango and Furhat Robotics to create a whole new click & collect experience.

The goal of the project was to develop an application that handles customers autonomously, with no human intervention. Integrating Furhat with the physical location, the system would open pre-loaded storage boxes containing the ordered items upon demand. All that is required from the user is a QR code, provided after the online purchase. The system also suggests related products, similarly to an online shopping experience.

Etisalat has a vision of integrating Furhat robots within their flagship stores across the UAE and beyond.

- ➔ Automate click & collect processes
- ➔ Provide high-quality customer experience in under-resourced stores
- ➔ Create a safe in-store experience that complies with COVID guidelines



“In this hypercompetitive industry, in which margins get squeezed across brick-and-mortar, online, and omnichannel competitors, retailers must continue to rely on innovation and technology to differentiate themselves and improve their chances of survival.”

Harvard Business Review



Do you want to be a pioneer in the retail sector and collaborate with us to bring more social robots to the market? Reach out to us at

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or read more at

www.furhatrobotics.com/retail