



# Guide to Implementing **Android** and **AI** in the Retail Enterprise

Reap the **Value**  
While Avoiding the **Hype**



Focus on the **Potential**

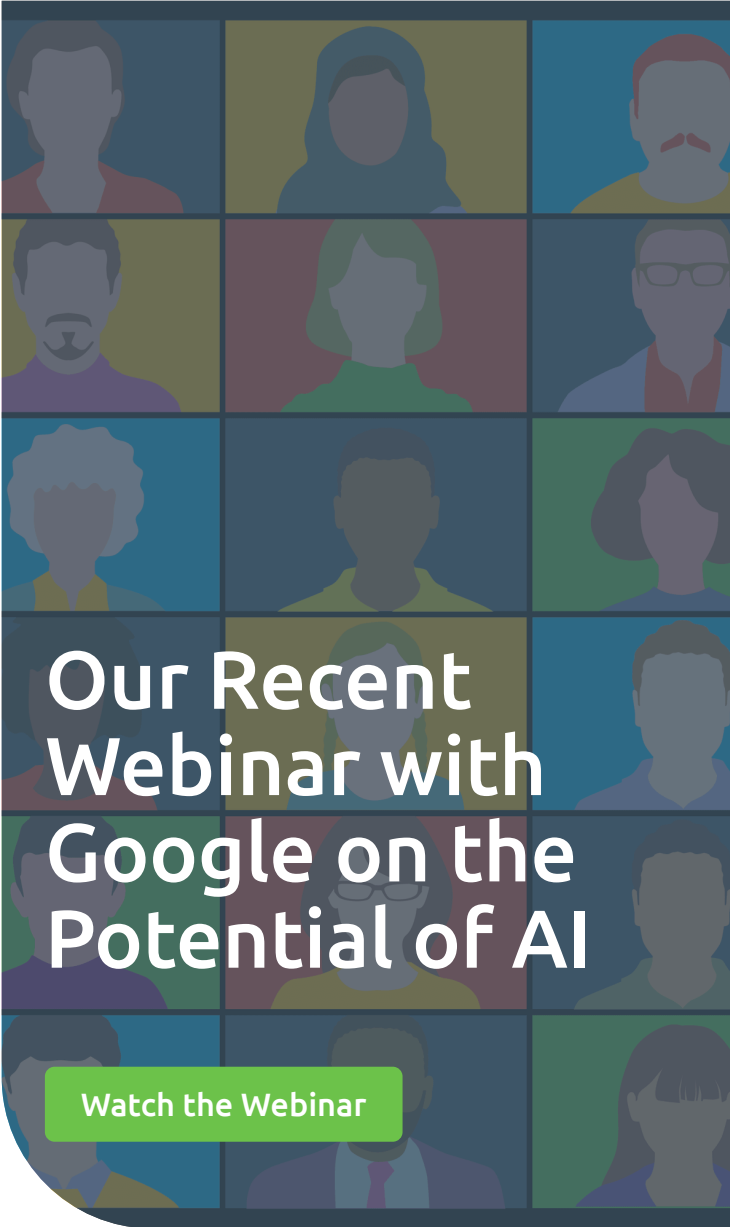
# What's the Potential?

Getting ahead and **staying ahead**

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In the highly competitive world of retail, everyone looks for the slightest advantage to get ahead. That's why there's such a huge focus now on the potential of artificial intelligence. How can we use it? What disruption will it bring? The reality is we are just at the beginning of the AI revolution, and we don't know all the ways it will shape the future of retail just yet. However, retailers should be thinking hard about how to leverage it—with both the tools available now and those coming in the future.

AI gives retailers incredible new ways to leverage customer behavior data, improve workflows, optimize supply chains, accurately predict seasonal demand, and more. The challenge is separating AI hype from genuine AI value, and it's such a new technology that many retailers don't have enough expertise to do that. Companies must also think about digital infrastructure and security. Do you have the horsepower to run AI solutions, and how will proprietary data be used and protected?



## Our Recent Webinar with Google on the Potential of AI

[Watch the Webinar](#)

# How Should Retailers Be Incorporating AI?

# 9 Ways You Can Use It Now

AI can be used for retail in all sorts of ways, and more use cases are popping up every day.

## 1. Personalization

Retailers can leverage AI algorithms to analyze customer data, such as browsing history, past purchases, and preferences, to deliver highly personalized product recommendations.

For instance, some retailers use AI to recommend clothing items based on a customer's previous searches, style preferences, and even weather conditions in their area. Customers who log into the website might see a curated collection of outfits that align with their style, size, and seasonal trends. AI can also adjust these recommendations in real time based on the customer's current activity, further enhancing the personalized shopping experience.

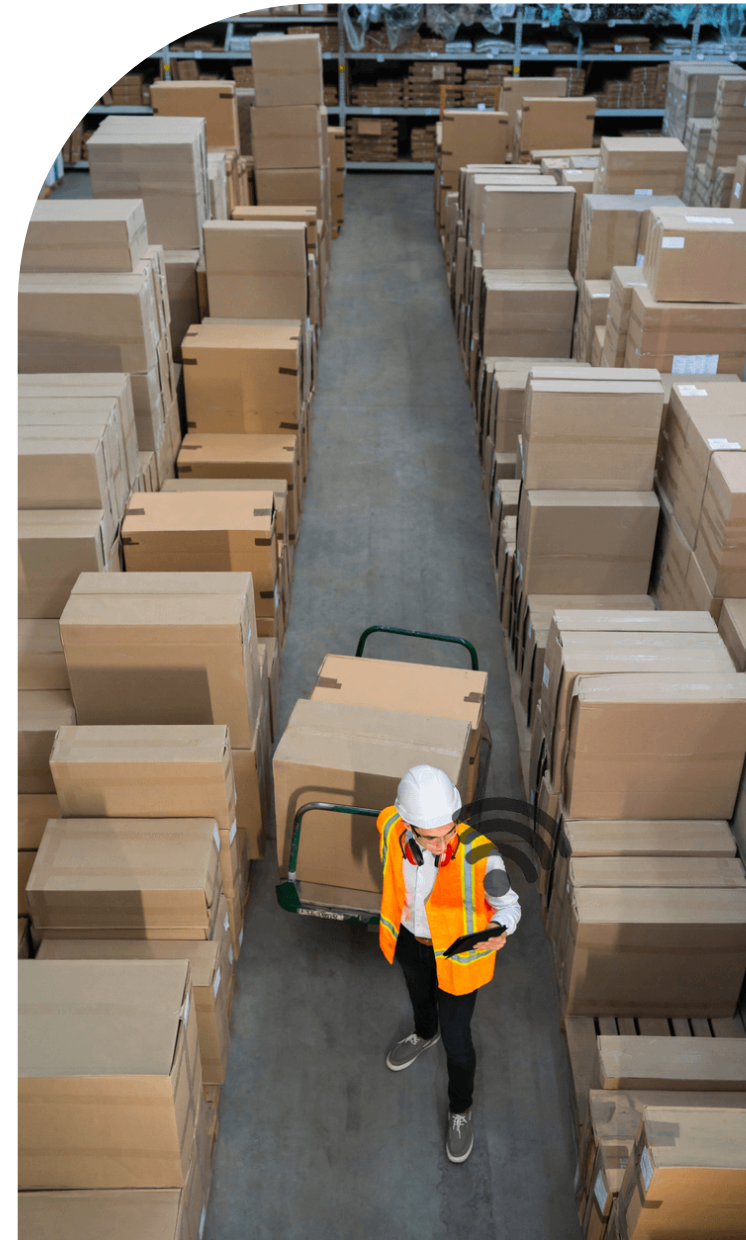
Customers can even take an active role in personalization. [Wayfair, for example, lets customers upload images taken inside their](#)

[homes](#) and then uses AI to make product recommendations that match the rest of their furnishings.

## 2. Supply Chain Optimization

AI can optimize supply chain operations by predicting demand, improving inventory management, and streamlining logistics. For example, some retailers use AI-powered demand forecasting to analyze historical sales data, market trends, weather patterns, and even social media activity.

By accurately predicting customer demand, retailers can optimize inventory levels, reducing both overstock and stockouts. AI can also help in dynamic route optimization for deliveries by analyzing traffic conditions, fuel costs, and driver availability in real time, ensuring faster and more cost-efficient deliveries.



This reduces operational costs, minimizes waste, and improves customer satisfaction.

When Walmart recently expanded its fresh food delivery capabilities, it leveraged AI to enhance efficiency, speed up handling times, and improve perishable food quality when it reaches the customer.

### 3. Customer Service

AI-powered chatbots can handle common customer inquiries 24/7, such as answering questions about product availability, return policies, or order tracking. These chatbots provide quick responses, freeing up human agents to focus on more complex issues.

Starbucks' AI chatbot, My Starbucks Barista, is available on the Starbucks mobile app. Customers can use voice or text to place orders, ask questions, and get drink suggestions.

### 4. Workflow Automation

Target uses an AI chatbot companion for its employees that can answer on-the-job process questions, coach new team members, support store operations management, and more.

For tasks like inventory, AI can continuously track stock levels in real-time, monitoring product sales data, current inventory, and customer demand patterns. When stock levels fall below a certain threshold, the AI system automatically triggers purchase orders with suppliers or manufacturers. It can even optimize

orders based on supplier lead times, minimizing stockouts, and reducing excess inventory.

The fashion retailer Zara uses an AI system that continuously analyzes sales data, store traffic, and customer demand to predict when stock levels are running low. If a certain size or style is selling faster in one location, the AI system automatically triggers restocking orders and redistributes inventory between stores as needed. It also predicts future demand by analyzing trends and adjusting orders accordingly.



## 5. Operational Efficiency

AI has a wide range of potential use cases in retail operations, ranging from workforce management and fraud detection to dynamic pricing strategies.

[Amazon uses AI algorithms to adjust prices in real time](#) based on various factors such as demand, competitor pricing, time of day, and inventory levels. Brick-and-mortar locations can

pair dynamic pricing with electronic price tags of the kind used by Best Buy to digitally update prices right on the store shelf, instead of having an associate walk around putting out new price tags.

## 6. In-Store Experiences

AI can power in-store experiences like AI kiosks and augmented reality (AR) fitting rooms. Retailers like [H&M](#) and [Uniqlo](#) use AI-driven

smart mirrors in fitting rooms. These mirrors allow customers to "try on" clothes virtually using AR. The AI can suggest outfits based on what customers are trying, recommend complementary accessories, and even show different colors or sizes available in-store, enhancing the shopping experience without physical effort.

## 7. Predictive Maintenance

AI is a powerful tool for preventing downtime and spoilage in retail using predictive maintenance. For example, [Walmart's AI systems continuously track data from refrigeration units](#), including temperature readings, energy usage, and operational patterns. It then analyzes this data to identify patterns and detect anomalies that could indicate potential issues, such as malfunctioning components or failing cooling systems.

## 8. Store Layout Optimization

[Retailers can use AI to analyze shopper behavior, sales data, and foot traffic patterns to optimize the layout of their stores](#). AI systems gather data from various sources, including in-



store sensors, sales transactions, and customer movement patterns. Machine learning algorithms then analyze this data to understand how customers navigate the store, which areas attract the most traffic, and where products are most frequently picked up or overlooked. The AI generates optimized store layouts or planograms based on this analysis. It can suggest the best placement for products to maximize visibility and sales, such as placing high-margin items at eye level or near high-traffic areas.



## ENTERPRISE MOBILITY PODCAST

### **Grocery Retailers Are Using Mobile Technology to Drive Digital Transformation**

In this episode, Ahold Delhaize USA's Retail Business Services talks us through what challenges, and how he measures success.

**Tune In**



Why **Android**  
for Retail?

# Android Has the Latest AI Tools

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With more form factors and unmatched customization, Android stands out as a smart choice for retailers looking to stay ahead.



## 1) Devices

Beyond smartphones and tablets, the Android platform is found on point-of-sale systems, self-service kiosks, digital signage, smart vending machines, and more. The ability to use Android's AI tools in all those endpoints is a significant advantage.

## 2) Customization

The flexibility of the Android operating system allows companies to tailor devices for specific retail needs. For example, some restaurant chains use Android-powered kiosks to allow customers to customize orders, choose different payment methods, and view promotional offers, all within a branded interface.

## 3. Application Ecosystem

Not only are there many retail-specific Android apps available, but the open-source nature of the operating system gives retailers more ability to create their own highly customized applications. Retailers can tailor apps for loyalty programs, personalized offers, and unique checkout processes. Android apps also easily integrate with various third-party services, payment gateways, and loyalty platforms, enhancing the shopping experience.

Retailers can also leverage a broad community of developers, leading to quicker and more cost-effective app development.





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# A Well-Crafted Strategy is Critical if You Want to Synergize Android and AI in Retail

# Don't Dive In Without a Plan

Combining the flexibility of the Android ecosystem with the transformative potential of AI technologies offers numerous opportunities for innovation, but these must be guided by a clear, deliberate approach to fully unlock the benefits. Here are key elements to consider when crafting this strategy:

## Planning

Before integrating AI into the Android ecosystem, retailers should clearly outline their goals—whether it's improving customer experience, optimizing supply chain efficiency, increasing personalization, or enhancing sales through mobile apps. Aligning AI and Android solutions with these objectives will keep the strategy focused and measurable.

- Evaluate your current systems and identify the gaps. Do you have the necessary digital infrastructure? Are your devices powerful enough? For example, Google Pixel 9 devices are built with AI in mind.
- Work out your objectives for Android and AI implementation. Set specific KPIs like customer retention rates, conversion rates, operational efficiency, or customer satisfaction to monitor the impact of AI and Android technologies.
- Engage your key stakeholders to get their input. They will help you better understand current workflows and how AI can help. Getting team

buy-in also helps with user adoption when a solution is deployed.

- Run pilot programs with Android devices like the Google Pixel, in conjunction with different software combinations to see which are more effective.
- Ensure seamless integration with existing systems and software. How will you combine AI with legacy systems for a unified operation?
- Have a data strategy. You must have a strong data foundation for AI applications. Where will your proprietary data be used? How will you protect it?
- After the technology is deployed, how will you manage and support it long-term so that everything runs smoothly and you don't suffer unacceptable downtime?



## Execution

The successful rollout of a new technology depends on combining the necessary resources and expertise with careful choreography.

- In the procurement phase, everything needs to come together at the right time and place.
- Smooth deployments require dedicated space and enough skilled human resources to ensure that everything is kitted and configured properly at the necessary scale. That can put a heavy strain on internal IT teams who already have their regular jobs to do. It takes carefully planned and executed logistics to get everything put together and delivered out-of-the-box ready where it needs to go on time.
- Once technology is on-site, there must be a strategy for distribution and training to ensure high user adoption rates.

## Support

Nothing hurts productivity and causes poor user experiences faster than when technology doesn't perform as expected. Deployments can't be fire and forget. You need ongoing maintenance and top-notch support.

- Many problems can be prevented through automated unified endpoint management platforms that provide regular updates and strong security to keep things running smoothly.
- When there is an issue, knowledgeable help desk technicians should be easy to reach 24/7.
- You also need a system to handle the logistics of repairs and track them. Having a spare pool of preconfigured devices also reduces downtime.

## Final Thoughts

By integrating Android and AI into their operations, retailers can achieve greater efficiency and better customer engagement. However, retailers need a well-planned strategy that integrates the flexibility and reach of Android with the advanced capabilities of AI. By clearly aligning technology with business objectives, retailers can unlock immense value, driving both innovation and growth in the competitive retail landscape.



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