Intelligent Automation for Retail

The retail landscape is shifting fast. The savviest companies are looking to technology to help them anticipate trends, build better prediction models, accurately forecast inventory, and stay a step ahead of customer wants and needs. Intelligent automation can help.

9 ways to apply automation and AI

1. Data merge between channels

Intelligently compare data between all channels, whether that's mobile sales, ecommerce operations, or brick-and-mortar stores. Want to see whether customers who bought an electronic item in-store also bought similar items online? Or which payment method was used most frequently on any channel? A simple automation can help you compare information from different data sources to analyze the overlaps instantly.

2. Recommendation engine

Automation Hero can help you build an AI model that pulls in vast quantities of customer data. The model helps paint a fuller picture of any retail customer, including factors like past purchase history, demographic data, click behavior, ratings, or other characteristics. Your site (or sales staff) can then instantly identify more products the customer might like.

Paint a fuller picture of any customer, including factors like past purchase history, demographic data, click behavior, ratings, or other characteristics.

30%—40%

McKinsey: Automatable activities account for approximately 30 to 40 percent of retailers' time.

3. Automate common service center requests

The most common customer requests include address changes, service or contract cancellations, and adding or removing a person from some type of service. For example, with a "change of address" request sent via email to a service desk: Automation Hero uses an AI model to determine the intent of the email and routes it to the appropriate department. Then it extracts relevant information and writes it into a database.

4. Personalize loyalty programs

Automation Hero can help you share data between customer segments to give deeper insights into behavior at various tiers. Let's say you sell high-end travel gear and split your customers into three groups: entry-level, mid-level, and premium. Want to know which segment activated a loyalty card faster? Or which group bought certain types of gear most frequently? Our AI models can learn from patterns in data over time to help you personalize an offer for each customer segment, so that each group receives more meaningful rewards.

5. Optimize forecasting for retail buyers

A store's needs can change by the minute. Buyers and managers are always balancing dozens of variables, from floor space to inventory levels to consumer demand and the weather. We can automate manual aspects of the inventory forecasting process, creating triggers, for example, that would alert a supplier when one store or group of stores is running low on certain goods. We can also use past purchase behavior to help a retailer predict hot products for the next season.

6. Translate handwritten text

Turn handwritten notes, requests, receipts and other documents into usable, structured data. Processing such unstructured material costs businesses time and money. Once a document —a handwritten receipt, let's say — is scanned, Automation Hero can use customized OCR (optical character recognition) and AI to extract critical information and then use our connectors to write the information into the relevant system. For example, when processed manually, companies pay $12 to $17 per invoice. For a small business seeing 40 invoices a day, that means a whopping $125,000 a year is spent on invoice processing alone.

7. Turn PDFs into processable data

A PDF is a handy file format, but a difficult one to translate. Especially if you receive hundreds or thousands of PDFs, turning them all into usable data requires hours of tedious manual work. Automation Hero uses advanced, AI-powered OCR (optical character recognition) to pull out the requested information from each document as the first part of an intelligent automation. Our OCR consistently beats traditional OCR

software at accurately identifying both handwritten and computer-printed characters. Then it can daisy chain with another AI model to import relevant information from the PDF into a product lifecycle management tool.

8. Save customer service and call center employees time

For customer service, sales agents, or call center employees, swiveling between multiple systems to copy and paste data distracts them from interacting with customers. This frequently leads to long wait times and low customer satisfaction. With a native button embedded in Salesforce, however, ten clicks can turn into one. For a call center employee, for example, a single button in the Service Cloud user interface might trigger an automation that grabs a customer's account ID, authenticates the caller, and then transfers customer information from legacy software or a third-party system into Salesforce, saving precious phone minutes. For salespeople, that same Service Cloud button might trigger an automation pulling in past purchase history or demographic data, which would make a cross-sell or next-best-purchase recommendation more clear.

9. Speed up product returns

Our platform helps you simplify returns from start to finish. Let's say customers routinely email a company service desk to ask how to return products. We can help you build an AI model that analyzes incoming emails to detect intent, and then it automatically selects which are about returns.

After filtering return requests, Automation Hero can help you build a second model that analyzes the unstructured text of each email to find out, for example, what type of product the customer needs to return, and the origin and destination of the return package. With this information extracted, our platform looks up the price in another system and then composes and sends a reply to the customer to inform them about the availability and cost of their planned return. The entire labor-intensive, error-prone process is replaced by an automated intelligent data recognition workflow that involves no manual intervention.

What is Automation Hero?

Automation Hero's end-to-end automation platform for the modern enterprise combines screen scraping, structured and unstructured data processing, machine learning, and the human workforce. It's an operating system for automation — intelligently automating everything from simple tasks to complex business processes. This improves information worker productivity and drives more successful, optimized business outcomes. Its powerful backend focuses on three key areas: eliminating repetitive and time-consuming tasks, automating common asks and augmenting employee decision making.