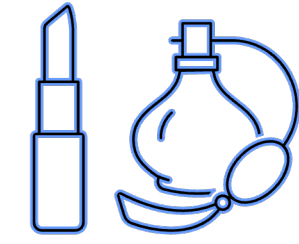# Examples of IBM's Retail Transformation

Beauty Retailer

Transforming the digital beauty retail experience, delivering enhanced user journeys with improved appointment outcomes, reducing roadblocks, and eliminating dead-ends.

KEY COMPONENTS:

– Revamped web and mobile account functionality

– Created innovative omni-channel profile experience

– Launched new instore associate mobile application

OUTCOMES:

10% Increase in employee productivity & efficiency

90%+ Improvement in deployment time, originally 3 weeks now less than a day

Global Retailer

Revolutionizing the associate experience with cutting-edge applications and robots, improving inventory management, out-of-stocks and price discrepancies, and ultimately customer satisfaction.

KEY COMPONENTS:

– Elevated and optimized associate experience with innovative solutions

– Integrated robotics to identify store performance issues including product availability and discrepancies

OUTCOMES:

30% Faster time-to-value

80% Fit to Client requirements before transformation start

Grocery Retailer

Enhancing customer experience, improving satisfaction, engagement, and savings with cognitive call center handling rising call volumes and complexity.

KEY COMPONENTS:

– Enterprise solutions powered by IBM's Watson Assistant with voice integration

– Trained to cater to the client's unique use case intents

OUTCOMES:

40% Reduction in operational costs

1.5M Calls handled per year