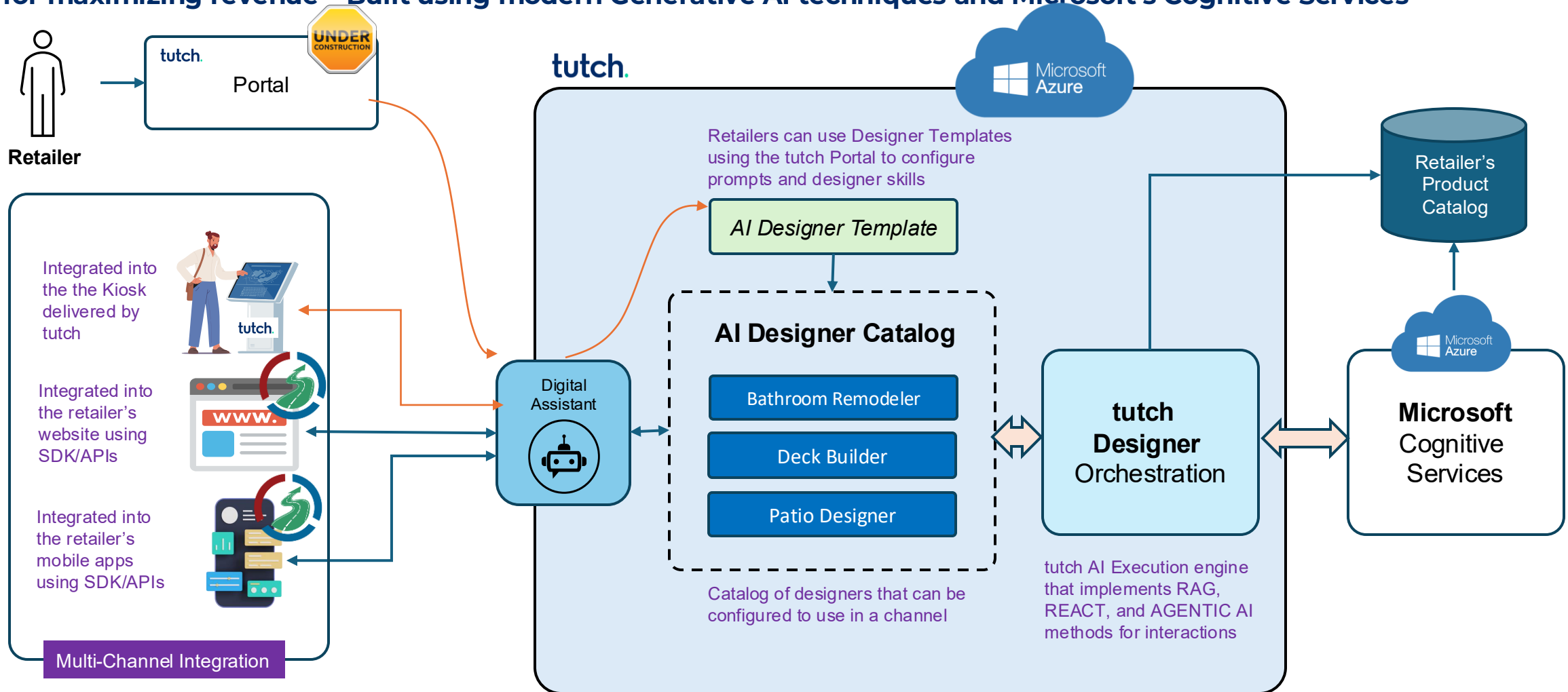# tutch Agentic AI Overview

A shopping digital assistant built to solve specific retailer problems related to intent discovery and solution positioning for maximizing revenue – Built using modern Generative AI techniques and Microsoft's Cognitive Services

A customer's journey shaped by tutch Agentic AI

MVP Product showcased at NRF 2025

Notify staff member of support needed and what they were looking for and where to find them

tutch
(In-store Platform)

User engagement includes entering **promo code** which allows the platform to **retrieve previous conversation** or **basket created on the website or mobile app**

tutch
Agentic AI
Platform

Retailer
Operations Systems

Customer: I am going on a vacation to a beach in December and need some new clothing

Retail CoPilot: Great, where are you going?

Customer: Costa Rica

Retail CoPilot: You have the option to go to the beach and do some outdoor activity. Here are some clothing options that are hot sellers now.

Retail CoPilot: You can come by "this' store that has them in stock, you can try them on and be on your way. I will reserve your size. We can give you a 15% discount for visiting us. You can redeem the discount at one of our kiosks. I can always order them and ship them to you as well.

- **Retail Co Pilot**: Hi there, thanks for coming in. You can redeem the discount by checking in our kiosk with this **Promo Code**

- **Retail Co Pilot:** Would you like me to notify one of our staff members?

- **Customer**: Sure

Retailer Retail Media Platforms

In advanced scenarios, media screens near the relevant retail space can be updated by the Co Pilot to send relevant ad / media content