

Inspiration Station

CRESCENT
consumer products & retail solutions centre

Multi channel retailers are looking to leverage digital innovations to solve customer's problems and inspire them in their shopping journey. When exploring a retailer's product customers are looking for convenient and personalized inspiration regarding how to utilize new and existing products on the shelf.

Solution details:

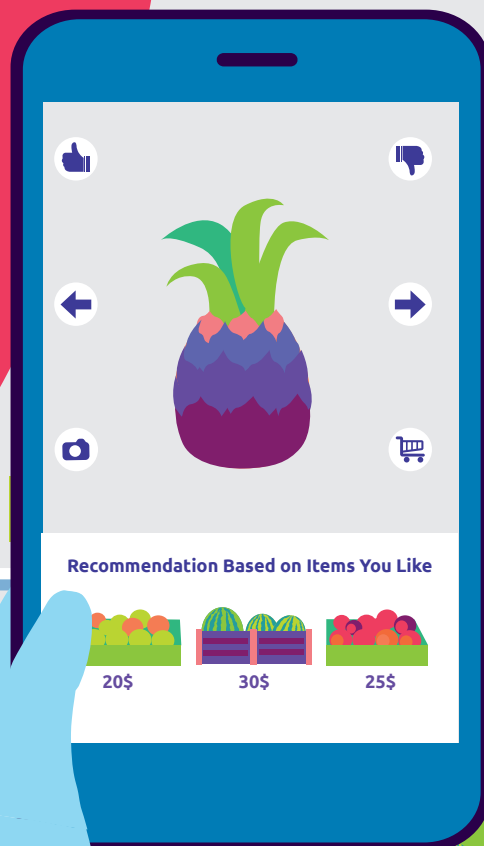
As the customer approaches the inspiration station they use facial recognition to sign into their personalized account which holds data on their personal preferences.

Following the sign in they hold a product in front of the camera which recognizes the product and recommends recipes based upon the product and the customers personal preferences. As the customer scrolls through the recommendations the solution reads their emotions from their facial expression and log these preferences to their account.

Business benefits:

In the context of a food retailer:

- Use image recognition software to rapidly identify products and recommend recipes aligned to the dietary preferences of the individual
- Use the personalization element of this solution to build a one to one relationship between the retailer and the individual customers
- Retailer gets a deeper understanding of its customers





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