



E Y Techathon 6.0

AURA: Adaptive Unified Retail Agent

Reimagining Retail: The Unified AI Sales Ecosystem

Team Name:
KeepItSimple



Executive Summary

The Problem

The average retail customer journey is **fragmented, impersonal, and context-less**. Switching channels (app to social media to call center) causes context loss, forcing customers to repeat themselves. This results in **high churn rates (up to 40% after one bad interaction)** and missed upsell opportunities due to generic recommendations. Retailers are losing the personalized touch of a knowledgeable in-store associate in the digital realm.

The Solution: AURA

AURA (Adaptive Unified Retail Agent) is an AI-driven, omnichannel sales ecosystem that acts as a single, persistent, and intelligent associate. By using an **Emotion Engine** and **Continuous Context Preservation**, AURA understands customer intent and mood across every touchpoint, delivering hyper-personalized product styling and advice that **boosts engagement and conversion** while reducing operational costs.

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Problem Statement: The Digital Disconnect

40%

Customer Churn

of customers churn after only one negative, repetitive interaction due to fragmented service and context loss.

\$250M

Wasted Spend

Potential missed revenue and operational waste in the global retail sector due to poor personalization and high return rates.

68%

Lack of Empathy

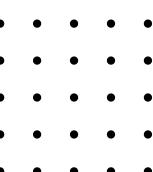
of customers feel their favorite brands fail to understand their context, mood, or lifestyle when making recommendations.

Current systems are transaction-focused; AURA is relationship-focused, bridging the digital empathy gap.



Solution Overview: The AURA Ecosystem

AURA is a **holistic, unified, and adaptive AI sales agent** that replaces siloed bots with a single, intelligent entity across mobile, web, and social commerce.



Adaptive

Adapts conversation style and recommendations based on real-time **Emotional Cues**.



Unified

Maintains a **single, continuous context** across all channels (Web, App, WhatsApp, Voice).



Agent-Based

Utilizes specialized **Worker Agents** (Inventory, Payment, Loyalty) to orchestrate complex tasks.



ARCHITECTURE & TECHNOLOGY STACK

Input Layer: Omnichannel Data Sources

Text, Voice, App Clicks, Purchase History, Real-time Location

1. Emotion Engine (ML)

Detects sentiment, tone, and intent from text/voice to adjust agent dialogue.

2. Context Memory (Cloud/DB)

Persistent Vector Database storing full interaction history, style, and lifestyle preferences.

3. Predictive Modeling (AI)

LLMs + Deep Learning for hyper-personalized recommendations and trend forecasting.

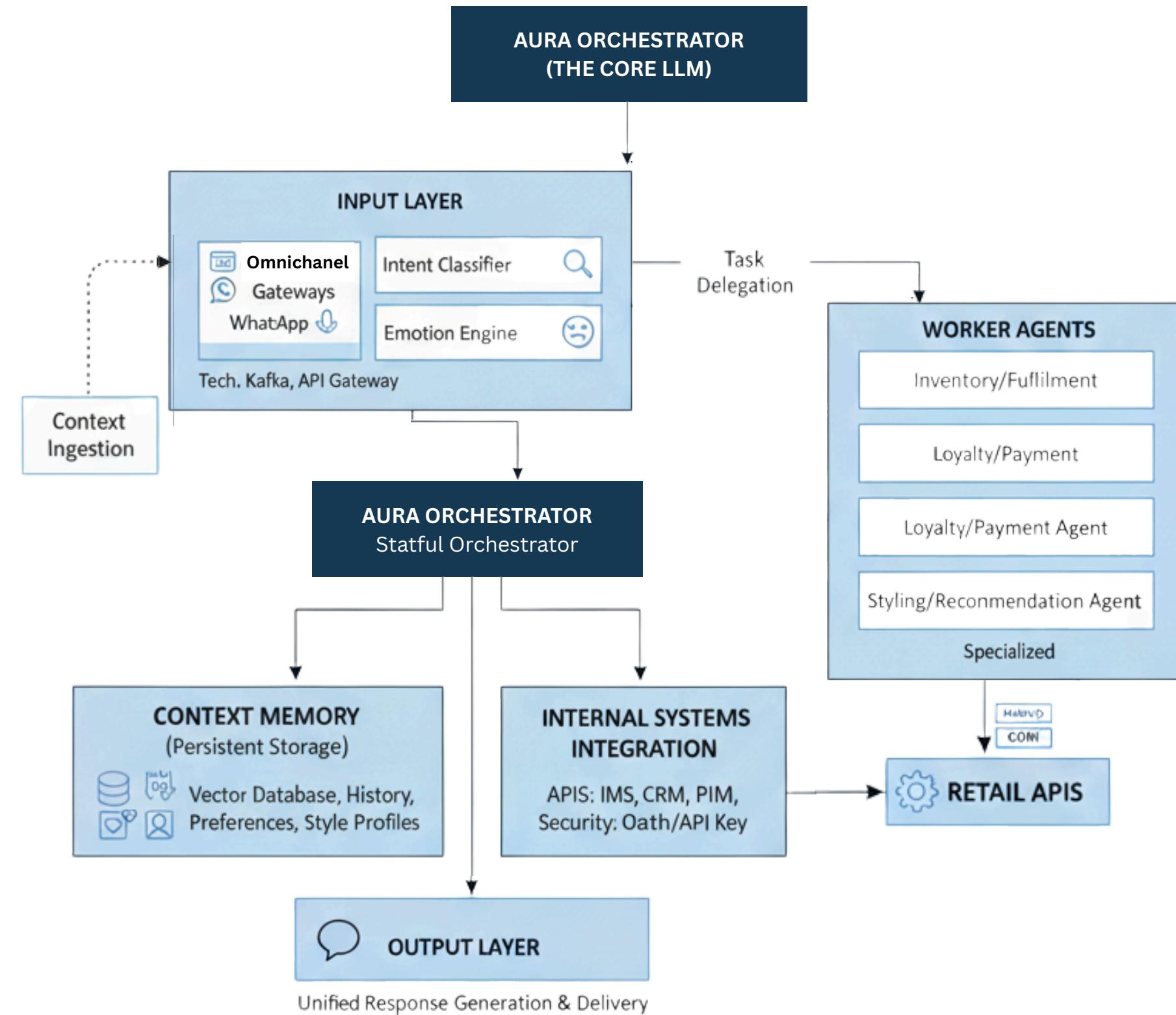
Agent Orchestration Core

Manages task delegation and communication between specialized Worker Agents.

Output Layer

API/SDK for seamless deployment across Web, Mobile, Kiosks, and External Messaging Services (e.g., WhatsApp).

WORKFLOW



Innovation & Differentiation

Novelty: The AURA Approach

Context Preservation:

True session memory that lasts days, not minutes, eliminating repetition and frustration.

Emotionally Intelligent:

First agent to modulate its response (tone, product type) based on real-time customer mood.

Orchestrated Execution:

The use of specialized, collaborating Worker Agents ensures complex tasks (e.g., check inventory, apply loyalty discount, schedule delivery) are handled seamlessly in one conversation.

Differentiation from Existing Systems

Feature	Legacy Chatbot	AURA (Unified Agent)
Context Across Channels	Siloed/Lost	Continuous (Persistent)
Emotional Adaptivity	None	Real-Time (Emotion Engine)
Complex Task Handling	Limited / Handoff	Orchestrated Agents