

Gemini Enterprise can enable AI agents to plan, act, and coordinate across the retail value chain, connecting data and decisions across platforms

As hyper-personalization and cross-platform automation become increasingly expected by consumers, retailers are combining human workflows with automation to improve consistency and speed of orchestration.

A high degree of manual workflow coordination can contribute to big challenges.

BIG CHALLENGES



Customers have more choice than ever and increasingly expect real-time, highly responsive experiences.



Margin pressure can increase when decisions across pricing, inventory, and promotions are slow.



Growth can be constrained and operating risk can rise when scaling relies mainly on additional headcount.

WHY AGENTIC AI AND WHY NOW?

19% 19%¹ of purchases influenced by AI recommendations

- ▶ Agentic AI can help enable AI-driven agents to **support multistep consumer** workflows end-to-end
- ▶ AI can turn high volumes of real-time shopper and operational data into **insights** for smarter service
- ▶ Agentic AI helps **cut cycle time** by automating manual coordination across marketing and commerce

31% Up to 31%² higher conversion

- ▶ Context-aware agents can **improve decisions**, from offers to inventory and returns
- ▶ Automated monitoring supports **earlier identification of compliance and fraud risks**, to help enable proactive intervention

REAL-TIME Real-time demand sensing

DELOITTE'S ENGAGEMENT MODEL

Deloitte's structured, end-to-end engagement model helps clients move seamlessly from vision to value



AI discovery lab



Discovery and design workshops



Minimum viable product deployment



Enterprise AI readiness



Scale with the agentic innovation studio

EXAMPLES OF BUSINESS PROCESSES REIMAGINED WITH GEMINI AND AGENTIC AI



- Generate **customer personas/segments**
- Improve **campaign performance** diagnostics
- Optimize **targeting** using **shopper signals**
- Measure **lift** and recommend **budget** and mix reallocations
- Recommend **offers and messaging** by segment
- Mine **customer reviews** for insights and analyze drivers of returns
- Auto-generate **tech packs and specs**
- Create and validate **bill of materials** with alternatives
- Simulate **cost/cost of goods sold** impact of design choices
- Recommend **suppliers** based on capability and risk
- Gain insights to **inventory performance**
- Detect **inventory discrepancies**
- Improve and accelerate **supply and operations**
- Optimize **replenishment and transfers**
- Recommend **replenishment quantities**
- Generate **store performance insights**
- Identify **staffing needs and operational gaps**
- Provide **self-serve policy and frequently asked questions guidance**
- Summarize **field feedback** to inform merchandising
- Flag **compliance** exceptions
- Unlock a **360° view** to personalize shopping and support
- Analyze and prioritize **customer feedback**
- Recommend **“next best action” offers** across channels
- Proactively resolve **delivery and backorder issues**
- Detect **sentiment** and escalate high-risk cases
- Automate **finance ops** (forecasting, budgeting, etc.)
- Optimize **procurement** and workflows
- Strengthen **associate training** at scale
- Automate **internal support**

OUR SOLUTIONS

Shopping Concierge

Deloitte's **Shopping Concierge** combines Vertex AI search, virtual try-on, and multiagent (agent-to-agent) orchestration to deliver VIP-like experiences and execute actions end-to-end.

Take the process of **shopping assistance, product discovery, and styling at scale**: With Shopping Concierge, **agents enable faster discovery and personalized guidance**, boosting conversion and basket size while teams handle exceptions.

ConvergeCONSUMER

Deloitte's **ConvergeCONSUMER** is being re-architected into a scalable architecture that operationalizes mass-to-micro decisions across demand and pricing, using data and AI.

Consider stock keeping unit (SKU) **store demand forecasting and inventory allocation** at scale: With ConvergeCONSUMER, near-real-time demand sensing **drives decisions in seconds, reducing stockouts/overstocks** and freeing planners.

HOW DELOITTE CAN HELP

Deloitte is ready to help you move from strategy to scale, with demonstration sessions, discovery labs, rapid prototyping, and solution deployment. Deloitte can also help you with general enterprise AI readiness through the services of the Agentic Innovation Studio, a modular “agent factory” that helps clients industrialize and continuously evolve AI-driven processes.

LEARN MORE



Discover how Deloitte can help you with your AI-led transformation journey

Scan or click to engage with the team and accelerate your path to enterprise-wide value

LET'S TALK

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