

AGENTIC COMMERCE

DELEGATE SHOPPING TO A PERSONAL AI SHOPPER




In agentic commerce, AI agents help manage the shopping journey on behalf of consumers by interacting directly with retailer systems. Delegating the entire shopping journey—from research and comparison to checkout and delivery scheduling—allows shoppers to bypass traditional hurdles like navigating search results and managing manual carts.







COMMON CHALLENGES

-  Customer expectations for real-time experiences
-  Margin pressure from slow decisions
-  Growth constrained by manual scaling

FROM RESEARCH TO CHECKOUT,
AI AGENTS HELP MANAGE THE SHOPPING JOURNEY ON BEHALF OF CONSUMERS.

-  **19%** of purchases influenced by AI recommendations¹
1. Salesforce
-  **31%** Up to 31% higher conversion rates²
2. Adobe
-  **24/7** Demand sensing

-  Agentic commerce can help AI-driven agents **support multi-step consumer** workflows end-to-end
-  AI can turn high volumes of real-time shopper and operational data into **insights** for smarter service
-  Context-aware agents can **improve decisions**, from offers to inventory and returns
-  Automated monitoring supports **earlier identification of compliance and fraud risks** for proactive intervention

BUSINESS PROCESSES REIMAGINED WITH AGENTIC COMMERCE

TRADITIONAL ECOMMERCE



AGENTIC ECOMMERCE



DELOITTE'S CAPABILITIES, SOLUTIONS AND HOLISTIC FRAMEWORK

Deloitte integrates deep industry insight, a holistic strategy, and a demonstrated transformation framework to deliver powerful agentic commerce solutions.



SHOPPING CONCIERGE

Make **shopping assistance, product discovery, and styling at scale** a reality with Shopping Concierge. **AI agents combine discovery and personalized guidance** to help increase conversion and basket size while human teams handle exceptions.



GEMINI ENTERPRISE FOR CX

Control how your brand appears across Google's AI ecosystem while Gemini Enterprise for CX **personalizes each customer's end-to-end journey**, much like a proactive digital concierge.

CONTACT THE TEAM



Christopher Danson

Deloitte Consulting LLP
Principal
cdanson@deloitte.com



Sonia Fife

Google LLC
Managing Director,
Consumer Packaged Goods
sonfife@google.com



Kapil Dabi

Google LLC
America's Market Lead,
Retail and Consumer
kapildabi@google.com



Brian McCarthy

Deloitte Consulting LLP
Principal
brimccarthy@deloitte.com



Tye Chait

Deloitte Consulting LLP
Senior Manager
tchait@deloitte.com



Saurabh Vijayvergia

Deloitte Consulting LLP
Managing Director
svijayvergia@deloitte.com

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