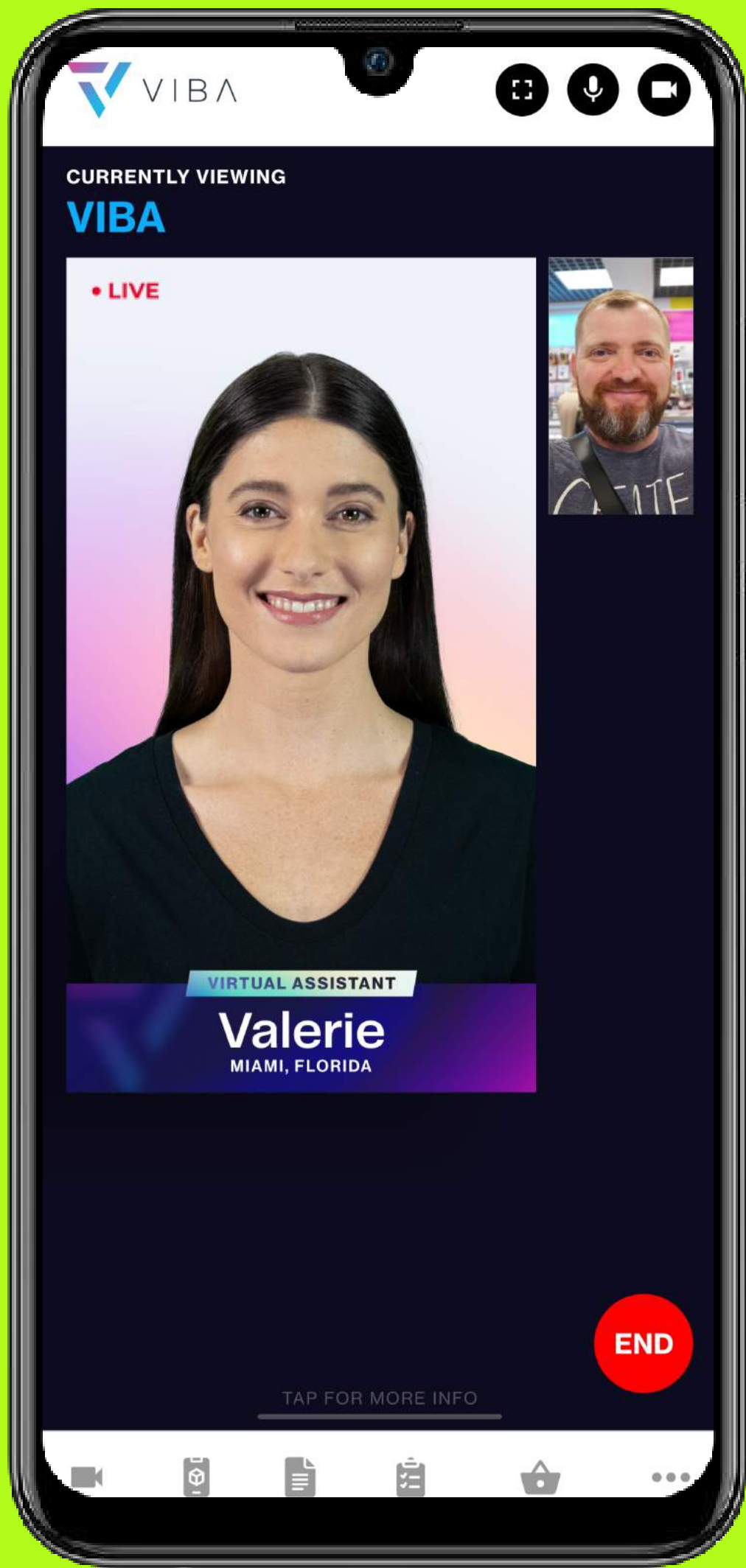VIBA®
Always On.

Retail and A.I.

What to Know

2023

Executive Summary

As we venture into the era of digital revolution, the retail sector is undergoing a massive transformation, powered by Artificial Intelligence (AI).

The integration of AI in retail has revolutionized every aspect of the industry, from customer experience and inventory management to demand forecasting and operational efficiency.

This white paper explores the astonishing impact of AI on retail growth, and how a revolutionary tool like VIBA is leading this transformation.

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The Exponential Growth of AI in Retail: Key Statistics

$12b

RETAIL INVESTMENTS IN AI-CHATBOTS 2023

91.5%

RETAIL AI-DRIVEN CHATBOTS IN SALES

80%

OF CUSTOMERS USE AI-DRIVEN PERSONALIZATION

7.30 billion in 2023 to USD 29.45 billion by 2028

GROWTH

32.17%

CAGR GROWTH

Sources: Mordor Intelligence, Hubspot, DemandSage

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VIBA: Revolutionizing Retail

VIBA is designed to produce measurable results against your actual sales goals and metrics.

↓**25-200%** lower staffing costs

↑**10X** greater conversion

VIBA, short for Virtual Interactive Brand Ambassador, is an AI-powered tool designed to transform the retail landscape.

It leverages AI technology to deliver leading-edge retail engagement, lower cost, and enhance overall customer satisfaction.

VIBA uses a combination of best-in-class AI virtual bot with a human avatar, a multimedia-enriched live agent platform, AR demonstration tools, and customized reporting to deliver a unique retail experience.

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Why do Retail Companies need **VIBA**

A single, simple-to-use tool that leverages the power of AI technology to create leading-edge retail engagements while also lowering costs and increasing overall customer satisfaction.

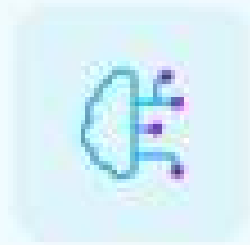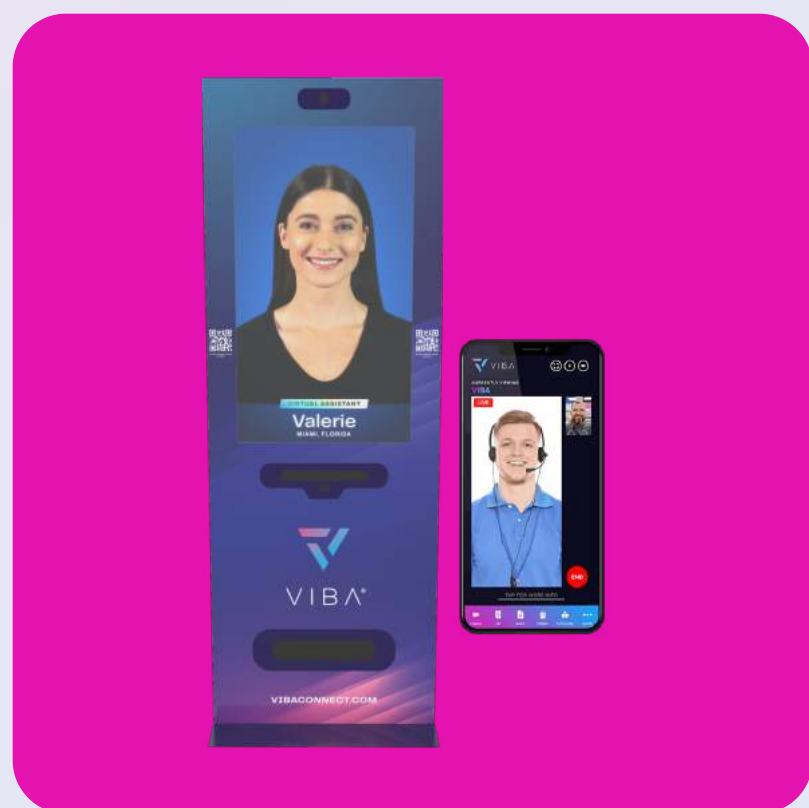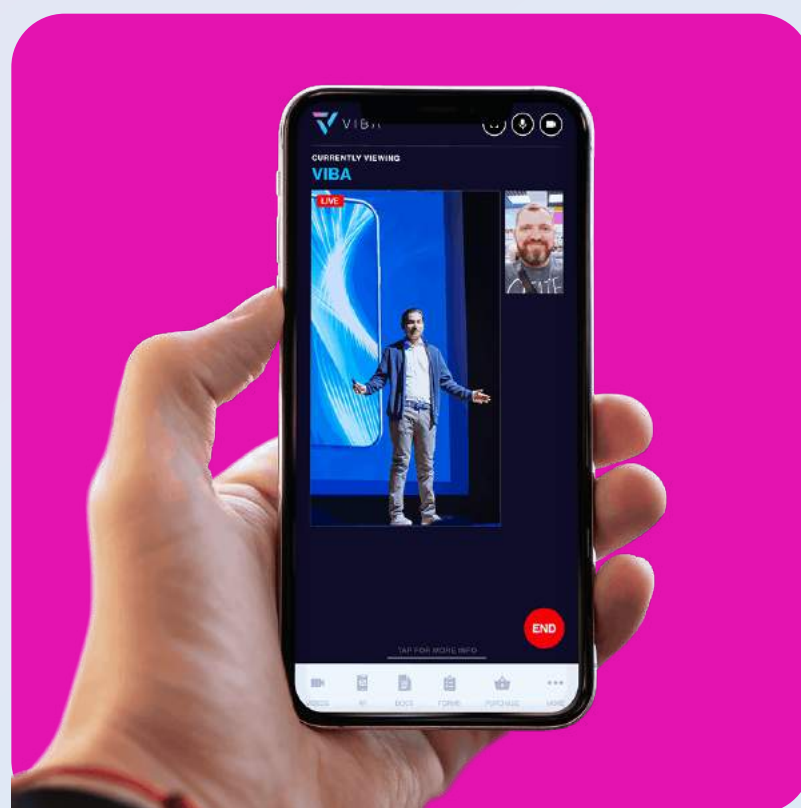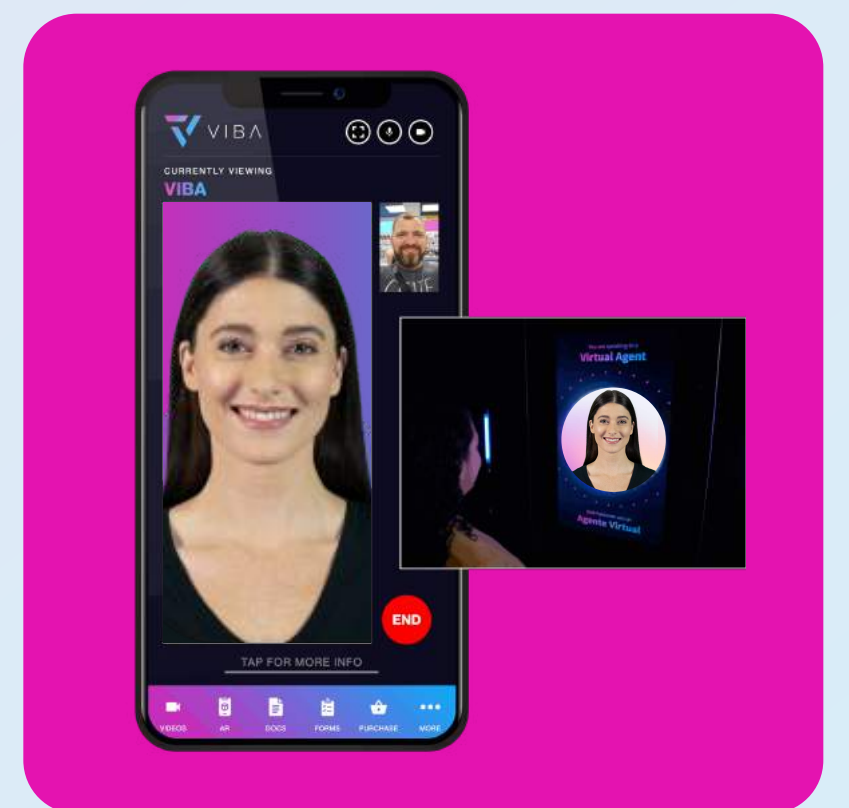|		
Increase Online Engagement	Assist with Remote or App-Based Checkout	Broadcast Live or Previously Recorded Demos
Empower Live Agents with Connected Multimedia Tools	Provide AR Modeling for Customers to See Products In Real-Life Settings	Grant Always-On Access to Your Brand Through Conversational Avatars
Provide AI Service and Support in Up to 6 Languages	Help In-Store Personnel Serve More Customers with AI Support	Create Seamless Customer Experiences between Web, App, Store, Social Media, and beyond

VIBA Retail **LIVE**

VIBA Retail **HYBRID**

VIBA Retail **AI**

Schedule a demo on our LinkedIn page to experience VIBA for yourself

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