



GS LAB BUILDS SOLUTIONS FOR RETAIL INDUSTRY TRANSFORMATION

‘Smart Retail’ Comes to the Mall

What is the key to the future of retail? GS Lab believes that retail success will be driven by the ability to process near real time information from disparate systems — and presenting the aggregated results regarding consumers via a retailer’s preferred communication channels.

Laying the Foundation

From an infrastructure perspective, a strong communication backbone, efficient messaging interconnects, and flexible workflows — plus mobility — are key infrastructural elements. The smart retailer blends mobile, browser, and kiosk together to create a seamless solution experience.

Use Case - Retail

GS Lab uses tools from Avaya to develop exciting solutions. Avaya Breeze™ Client SDK and Avaya Breeze™ enable GS Lab to embed features such as messaging, instant conferencing, audio/video calls, and automated workflow assignments in their custom retail applications. Goal: achieving relevant context to increase customer engagement.

Detect consumer interests by tracking consumer location and time spent in the store via physical sensors.

- Gain specific insights into the consumer
- Give the customer more personalized information with voice chat BOT
- Establish a voice communication channel with a Virtual Expert via kiosk or tablet - leveraging aggregated information to serve the customer well

Replicate the ecommerce webstore customer engagement model in a brick & mortar store — with the help of a tailored Smart Retail solution from GS Lab.



For retail, increasing customer engagement through innovative technology solutions is the key to maximum success.

-Yogesh Deshpande, Practice Head, GS Lab

ABOUT GS LAB

GS Lab is the product development partner of choice for software product companies with rich experience gained over 10 years of taking early stage product ideas to market adoption. GS Lab works as company’s partner to design concepts, develop prototypes, engineer functional products, implement and support in end-customer ecosystems. GS Lab customers include full spectrum of Fortune 50 technology corporations to bleeding edge silicon valley technology start-ups.