VAIMO

MASTER CLASS

Human conversations, AI-level answers

Redefine In-Store Sales & Customer Loyalty with AI

Today’s session is about a live, tangible example of how Elon has enhanced Sales conversations in-store with AI, taking out the guesswork and keeping the conversation focused on what’s valuable to the customer.

This is a Masterclass, so we’re going deeper than definitions

PJ Utsi
CO-FOUNDER & CHIEF CREATIVE OFFICER

Firuzé French
LEAD CX CONSULTANT

What we'll cover

Why this matters now

Domains the solution provides value

Elon case study + live demo

Polls + Q&A throughout

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VAIMO

Full-Service
Digital Experience Agency

Vaimo is one of the world's most respected experts in digital commerce and customer experiences.

- 1 focus
- 4 areas of expertise
- 6 key service offerings

650+ employees

17+ years

contentful · Vercel · Adobe Experience Cloud · commercetools (Next generation commerce) · shopify plus · alokai (previously Vue Storefront) · Bluestone PIM · akeneo · Syndigo · Contentsquare · inriver · Adobe Experience Platform · zendesk · MIRAKL · Google Analytics

Vaimo Example Clients by Industry

Sports & Outdoors	Beauty & Fashion	Home & DIY	Food & Drinks	B2B & Manufacturing	Other
HELLY HANSEN	BYREDO	Running's	L'OR	LIPPERT	EXPO CITY DUBAI
DOMETIC	carhartt	BAUHAUS	TASSIMO	KONECRANES	Telia
SUUNTO	DIPTYQUE PARIS	ELON	JDE	WÜRTH GROUP	THE CHAMPIONSHIPS WIMBLEDON
JD	DCSHOECOUSA	LEROY MERLIN	Heineken	VOLVO	LUND UNIVERSITY
STÖCKLI	level SHOES	Lantmännen	HARTWALL	PPG	La Lorraine BAKERY GROUP
Rapala	MYTHERESA	BOSE	MOCCAMASTER HANDMADE	Tarkett	ELSEVIER

Meet Elon

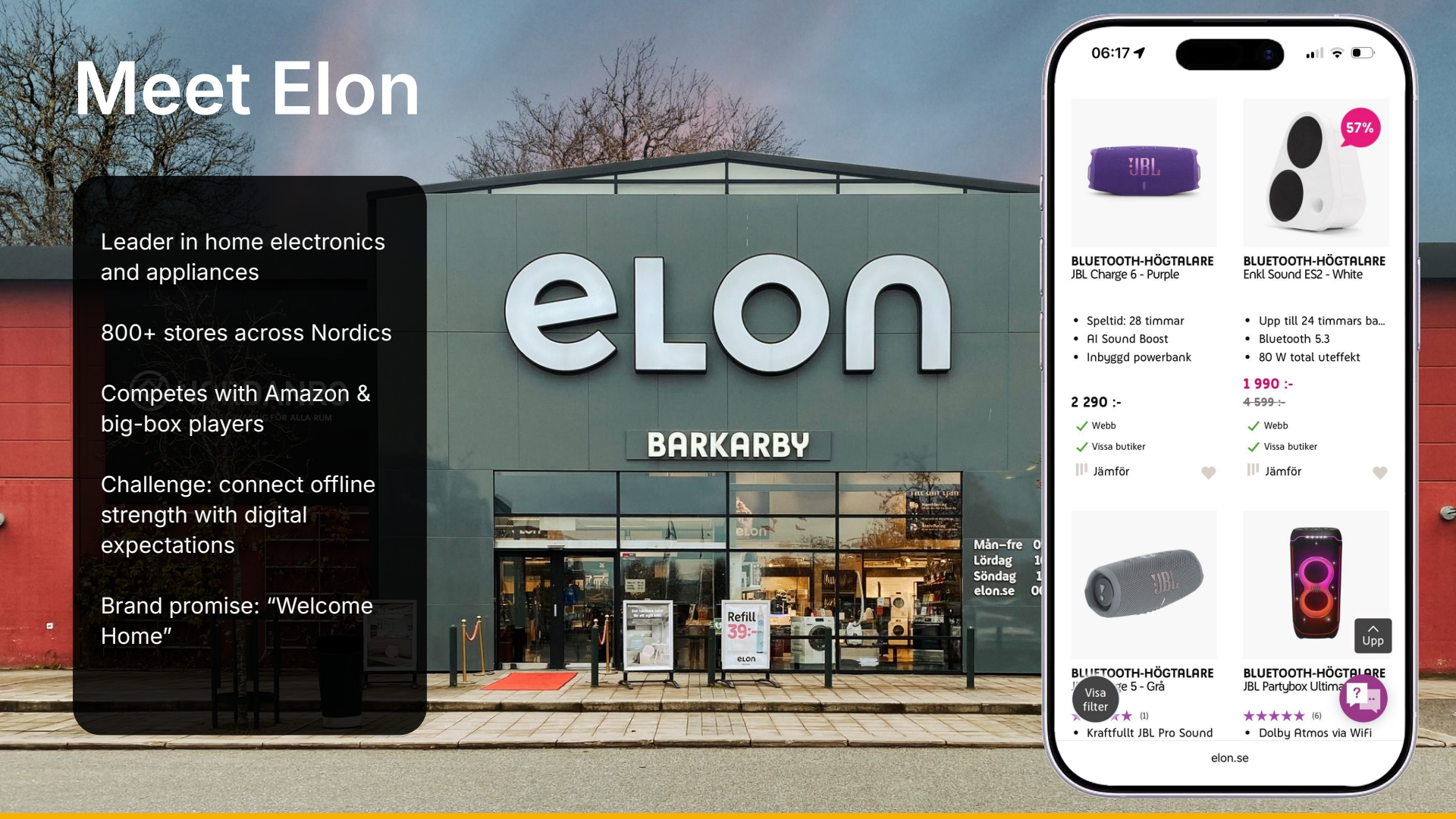
Leader in home electronics and appliances

800+ stores across Nordics

Competes with Amazon & big-box players

Challenge: connect offline strength with digital expectations

Brand promise: “Welcome Home”

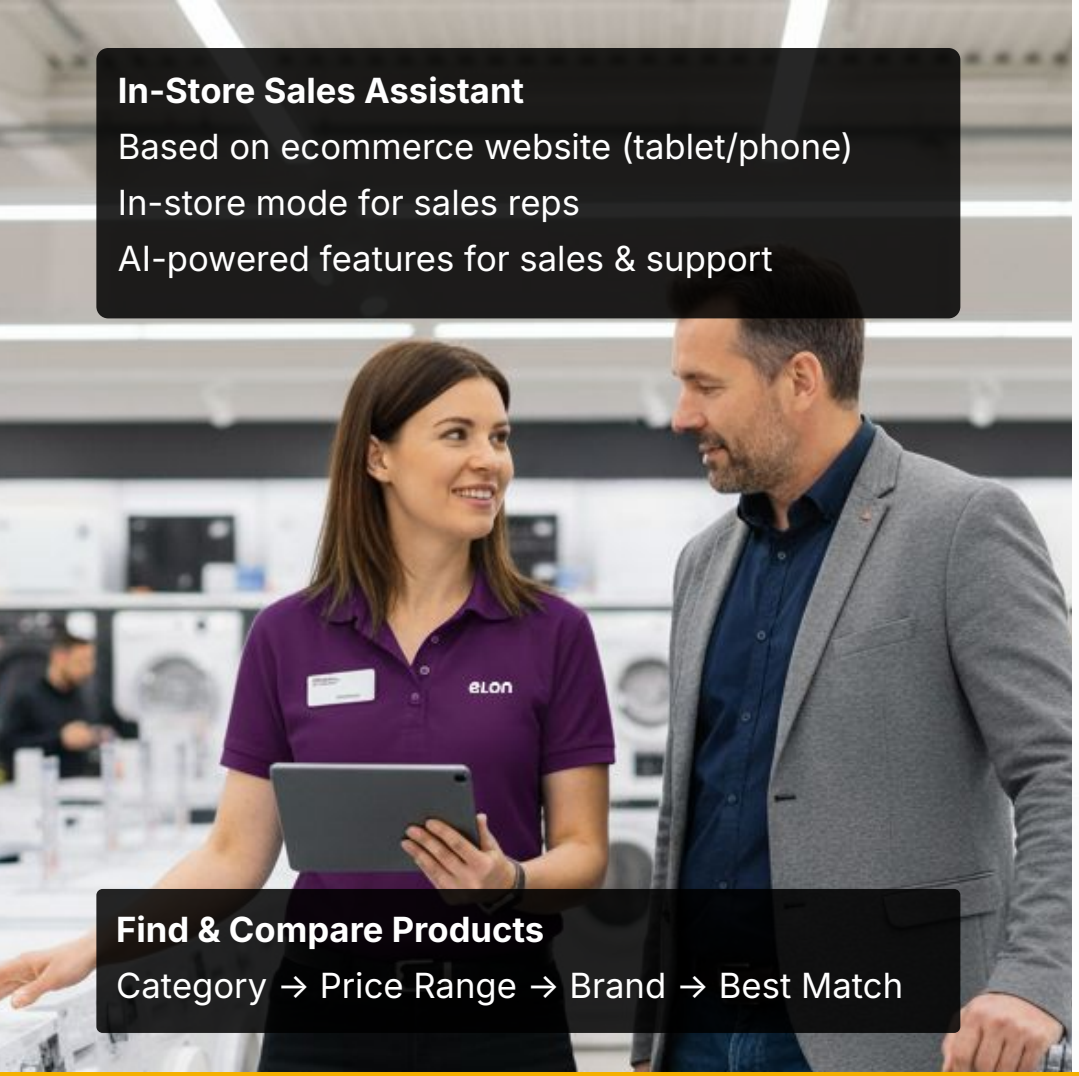


In-Store Sales Assistant

Based on ecommerce website (tablet/phone)

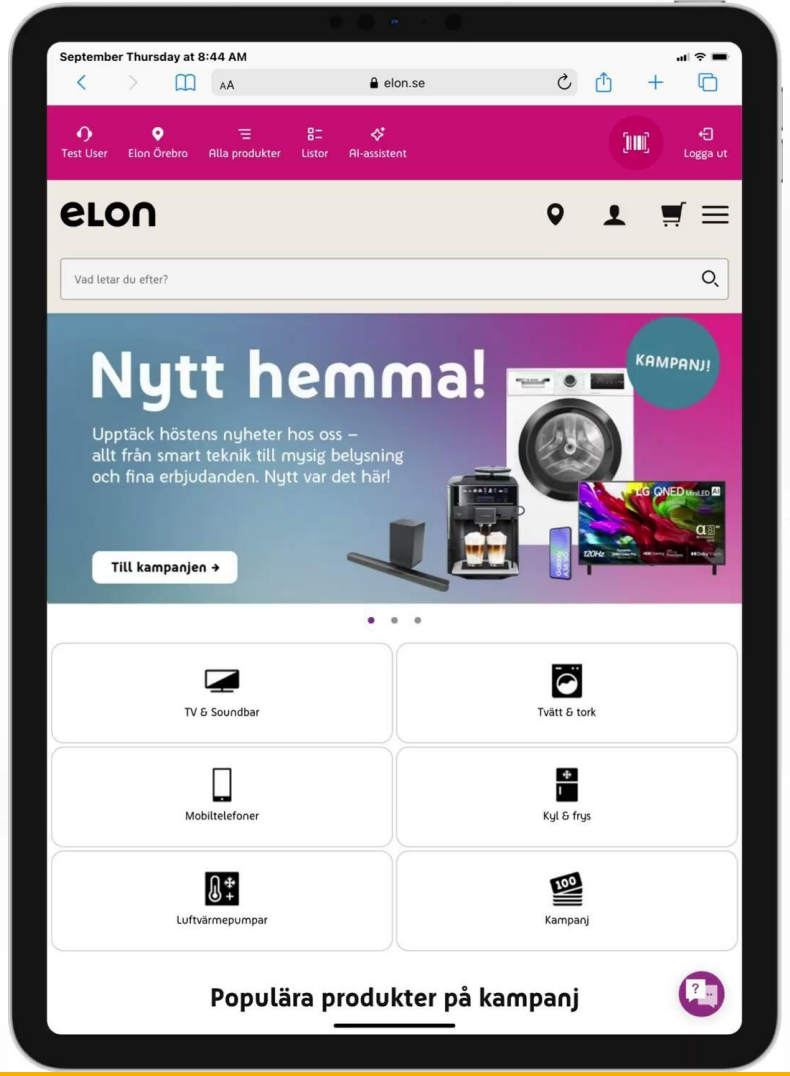
In-store mode for sales reps

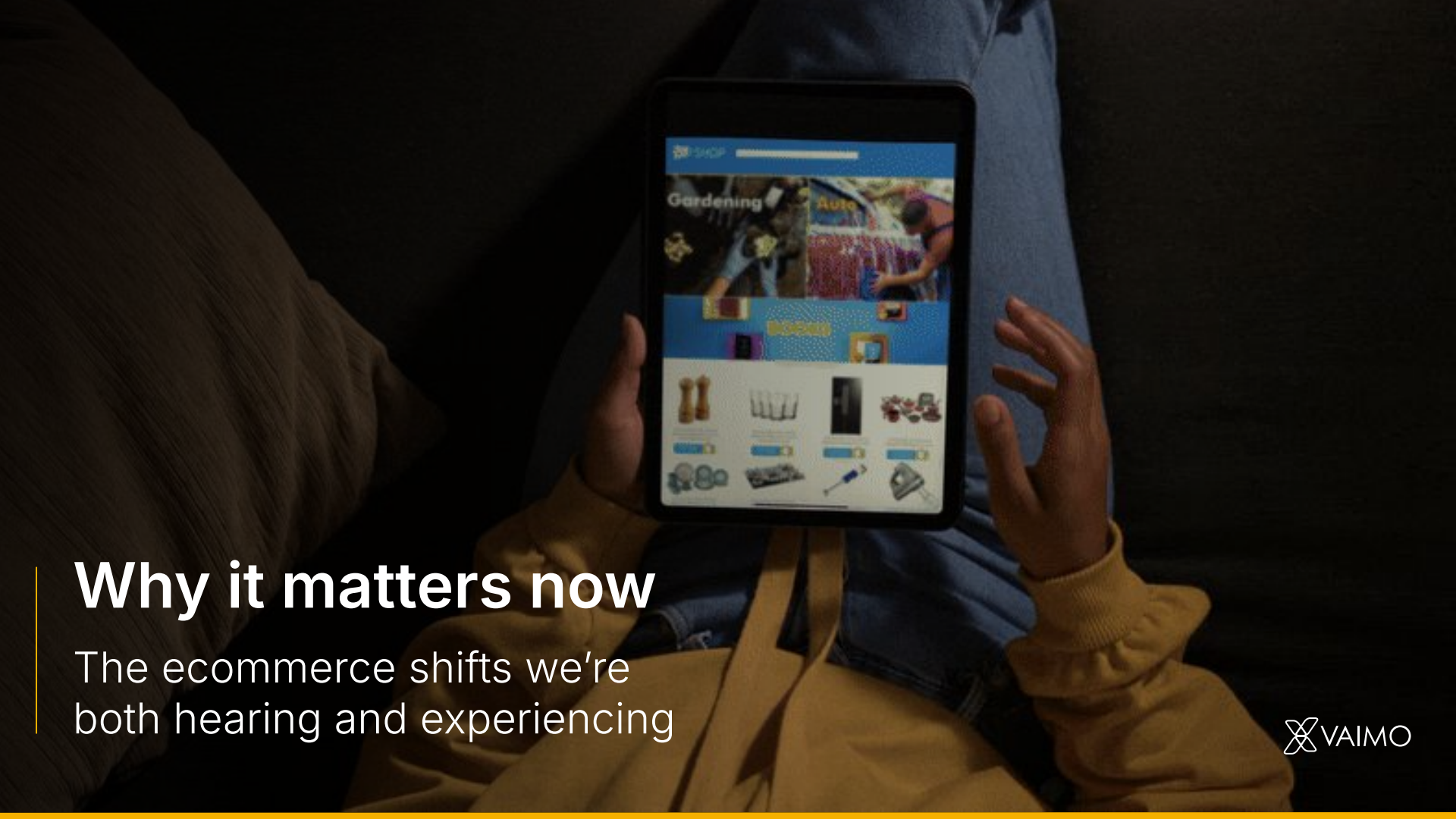
AI-powered features for sales & support



Find & Compare Products

Category → Price Range → Brand → Best Match





Why it matters now

The ecommerce shifts we're both hearing and experiencing

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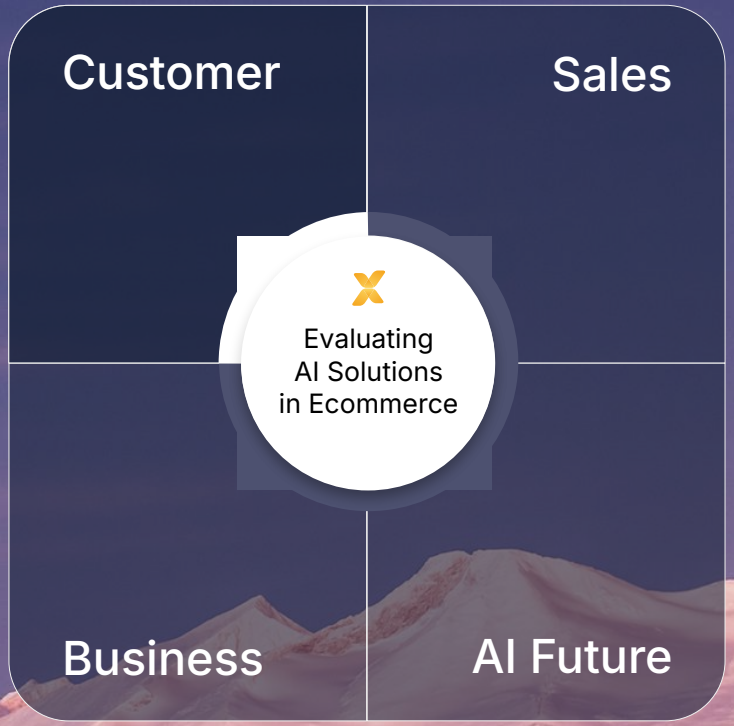
Customer
Sales
Evaluating
AI Solutions
in Ecommerce
Business
AI Future

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Driven by economic instability and rising living costs
Hyper-aware of financial security and spending habits
The New Intentional Spender
Engaging in longer, more deliberate, and more strategic research cycles
Resisting impulsive purchases and interrogating algorithm-driven recommendations
Always on the lookout as the boundaries between “shopping” and “not shopping” have dissolved
Using AI-powered search to pinpoint products that match their exact requirements
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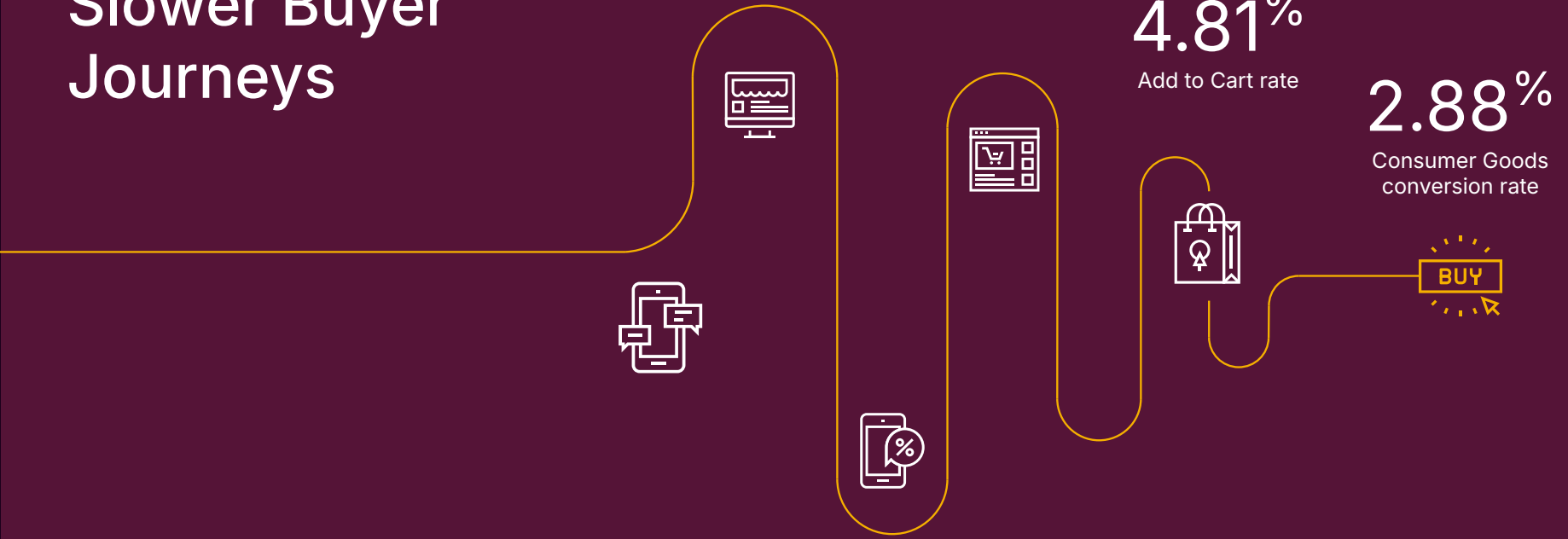
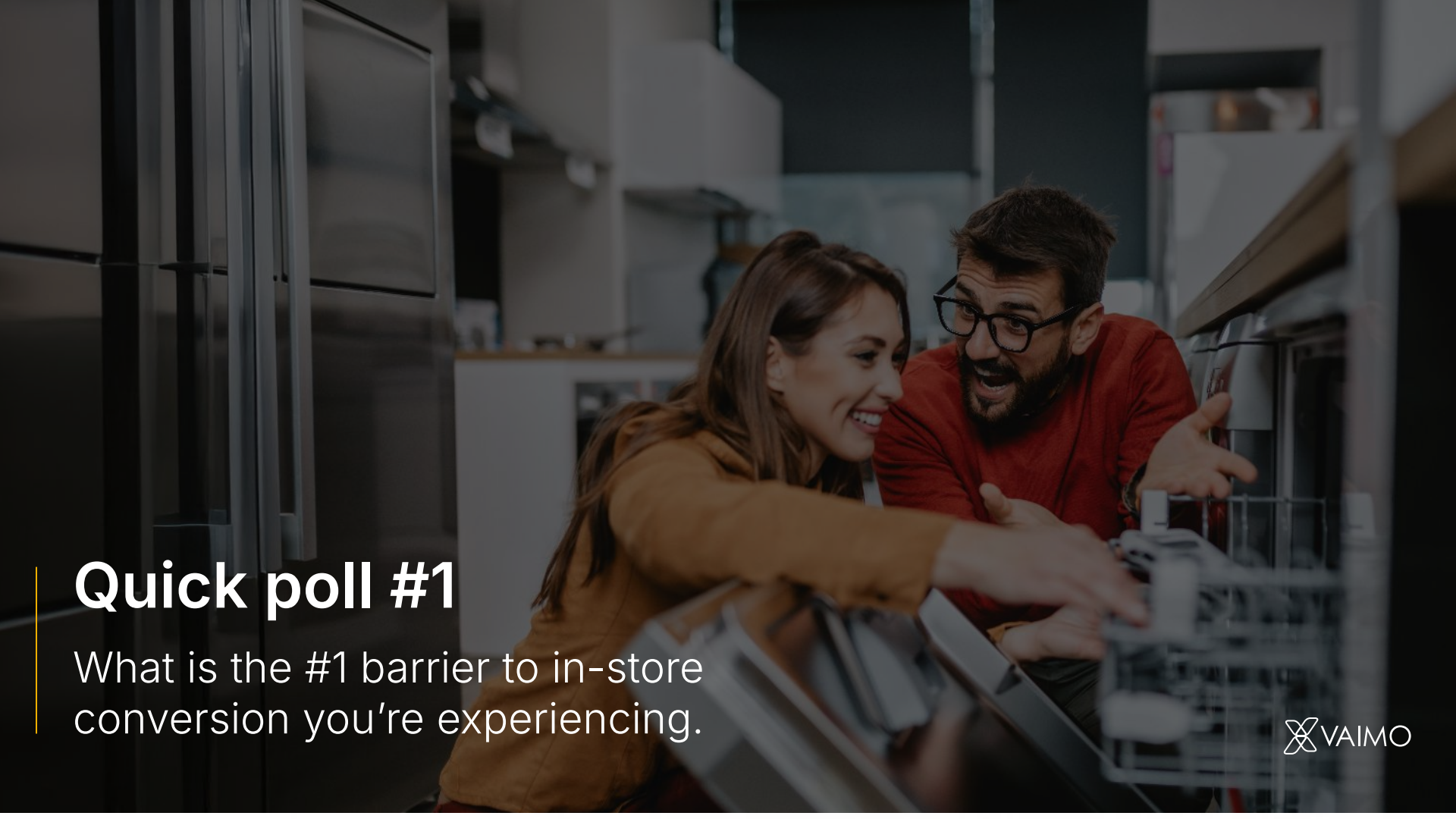
Slower Buyer Journeys



Sources: Statista, Dynamic Yield & Semrush

VAIMO

Source: Retail Systems Research



Quick poll #1

What is the #1 barrier to in-store conversion you're experiencing.

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The In-Store User Journey

Greet & Identify
Customers expect to be welcomed and offered help - many come with research done.

Explore & Compare
Expect full product availability, detailed specs, price matching & promo parity.

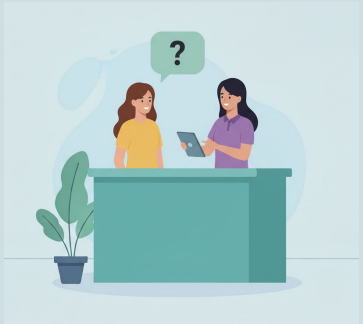
Ask & Resolve
Troubleshooting, deep questions - want knowledgeable staff.

Buy or Save
Seamless checkout OR ability to save for later and connect online journey.

Greet & Identify

Explore & Compare

Ask & Resolve



Buy or Save

Customer Expectations

Greet & Identify
→ Recognize me
→ Make it relevant & personal

Explore & Compare
→ Show me products IRL
→ Give me personal opinions & advice

Ask & Resolve
→ Know everything about the product
→ Don’t make me read the manual

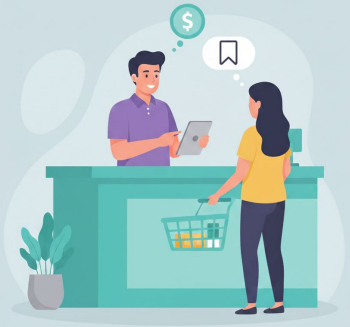
Buy or Save
→ Let me choose how to pay
→ Use my preferred delivery option
→ Help me remember what I looked at

Greet & Identify

Explore & Compare

Ask & Resolve

Buy or Save



Customer Recognition

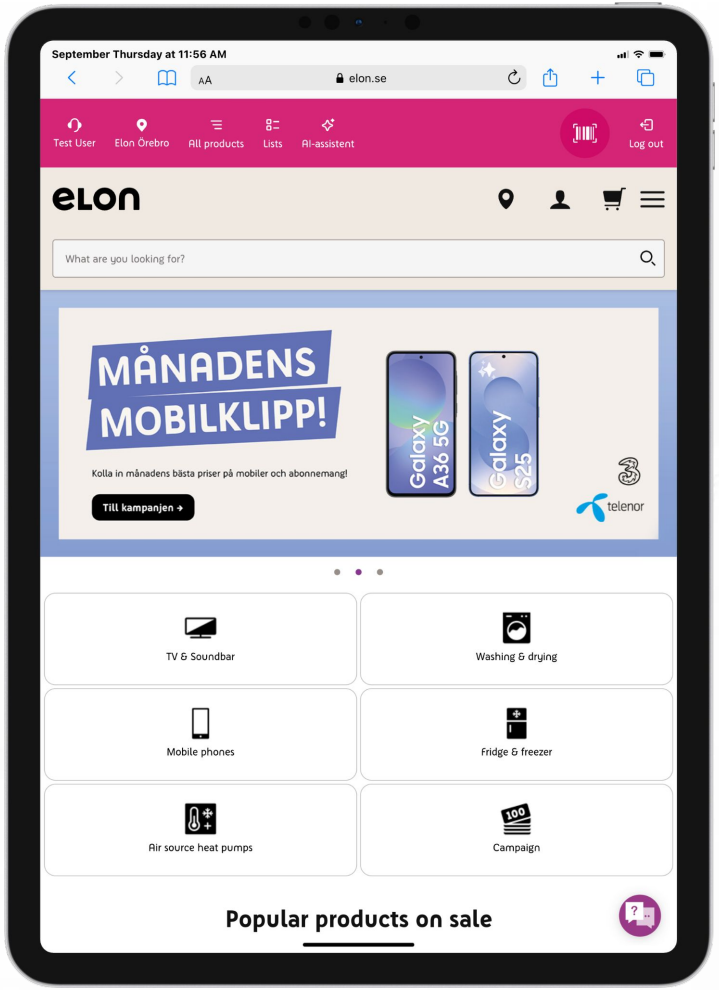
Log in as customer

Email or phone number

Customer Profile

Order History, Browsing History

Cart, Favorites



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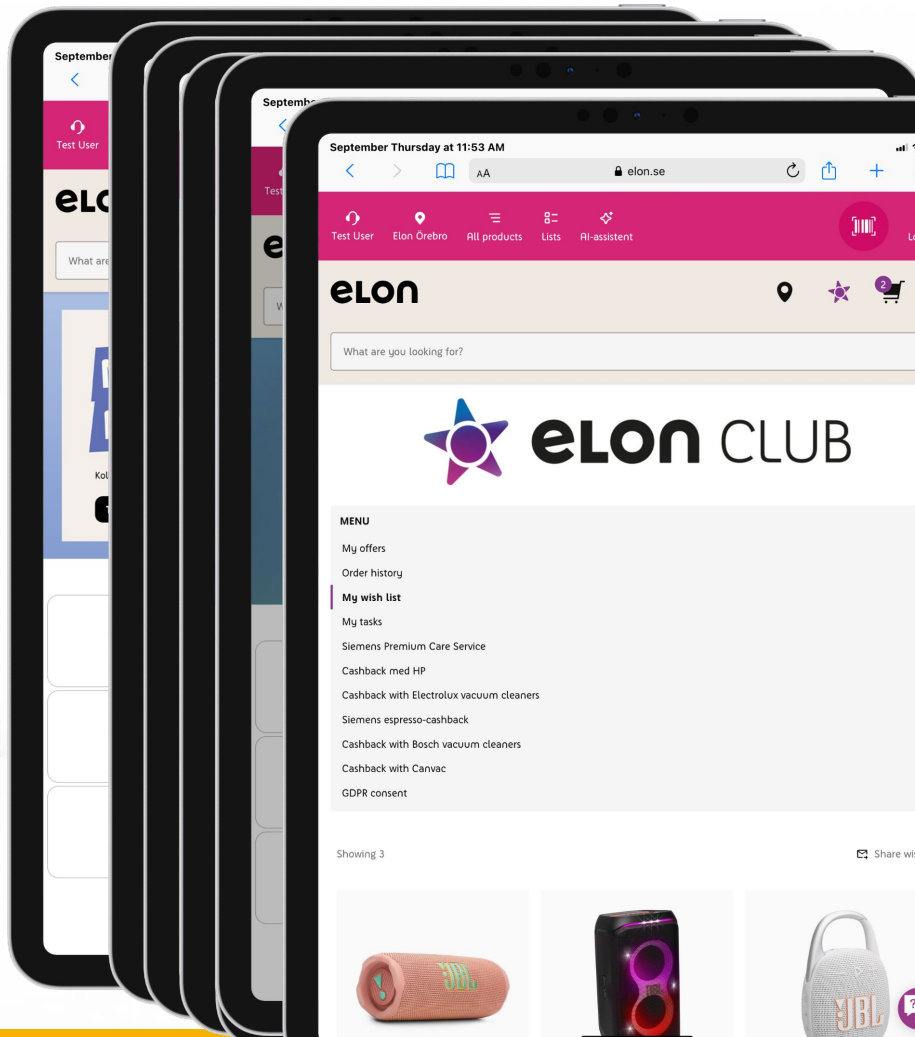


Promo & Price Parity

Customer Promos

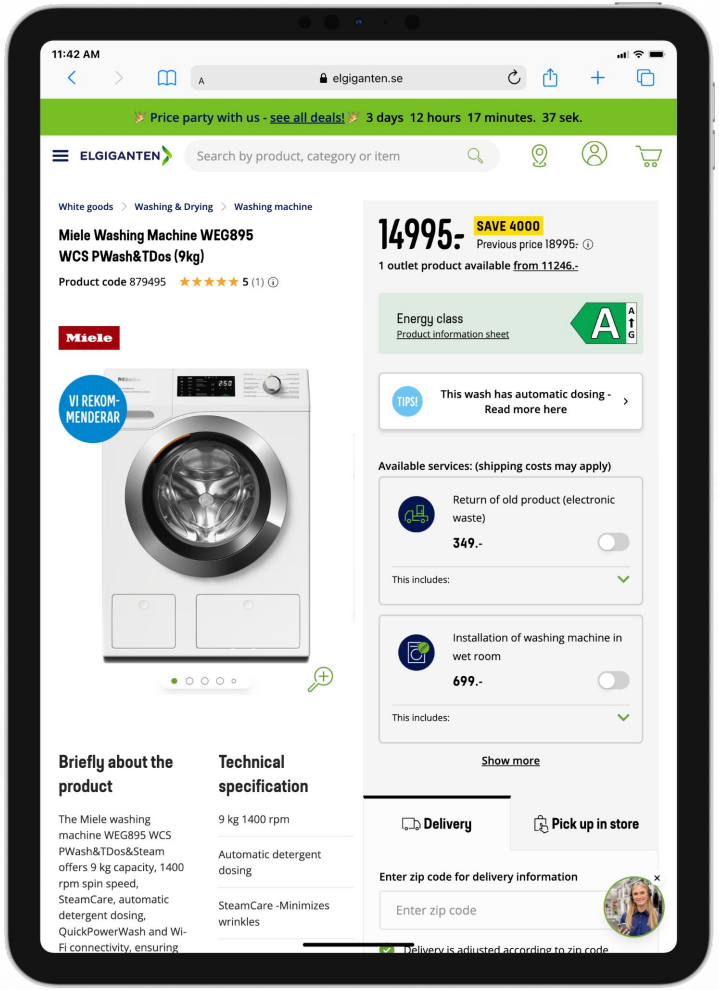
Loyalty program tier, coupons & vouchers

Local Promos

Store-exclusive coupons or discounts

Competitor Promo & Price Matching

1. Find alternative + rationale
2. In-store discount



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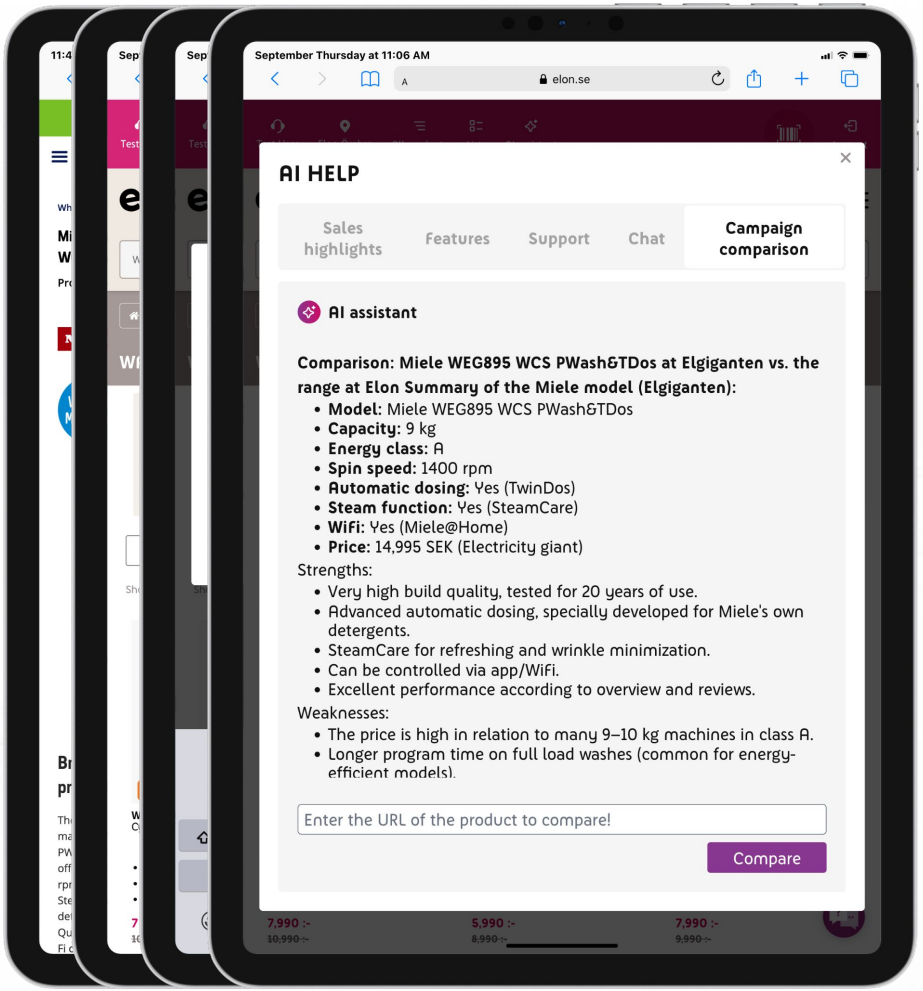

Customer
Confidence, personalised, fair deals
Sales
Evaluating AI Solutions in Ecommerce
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AI Future

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45%
say store employees spend too much time trying to find the answers to customer questions
Source: Retail Systems Research
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Sales Reality

What we're hearing from our omnichannel clients and the retail industry

SILOED COMMERCE

- Promos and coupons
- Disconnected customer accounts
- Inconsistent product recommendations

SYSTEM BLOCKS

- Desktop systems to check
- Manual search for answers
- Too many purchase steps

HUMAN INCONSISTENCIES

- Too many product details
- Sell what sells
- Inconsistent selling techniques

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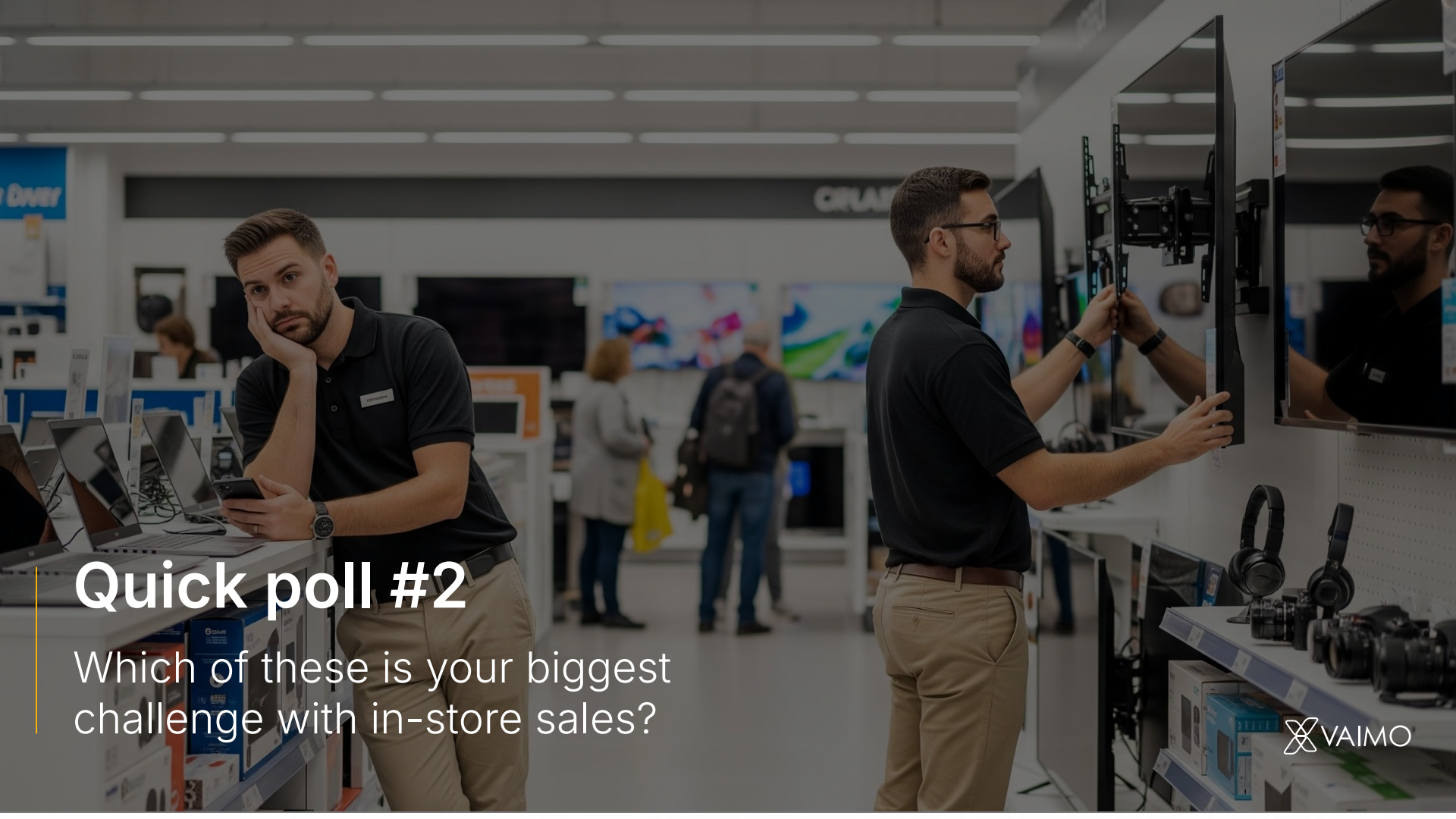

Quick poll #2

Which of these is your biggest challenge with in-store sales?

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Sales Rep Login & Store Selection

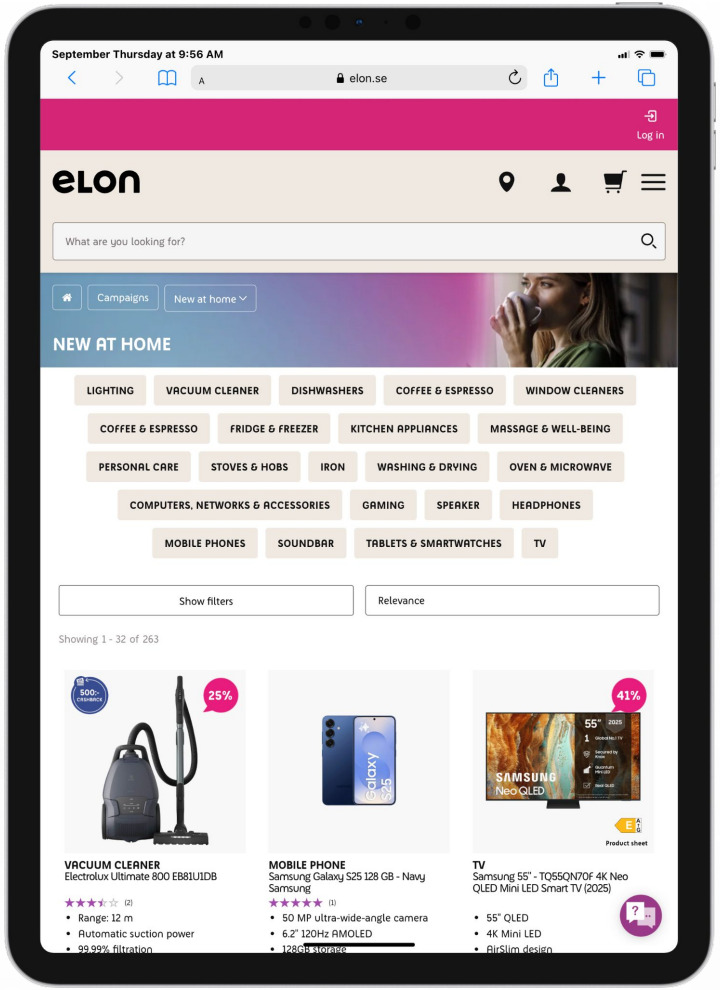
Local lists for sales rep personalisation

→ In store right now

→ Current campaigns

→ Personal favorites

→ Customer's "save for later"



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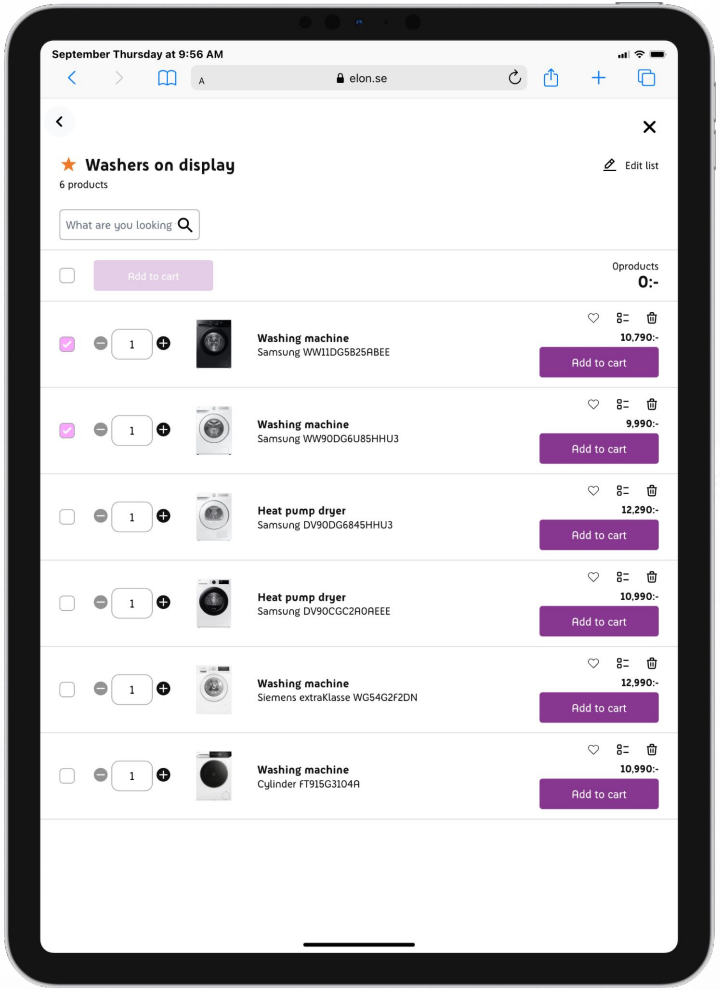


Find & Compare Products

Where is the AI?

In-Session Choices
Category, Price Range, Brand, Energy Class
Family Size, Housing

Customer Profile
Order History, Browsing, Favorites

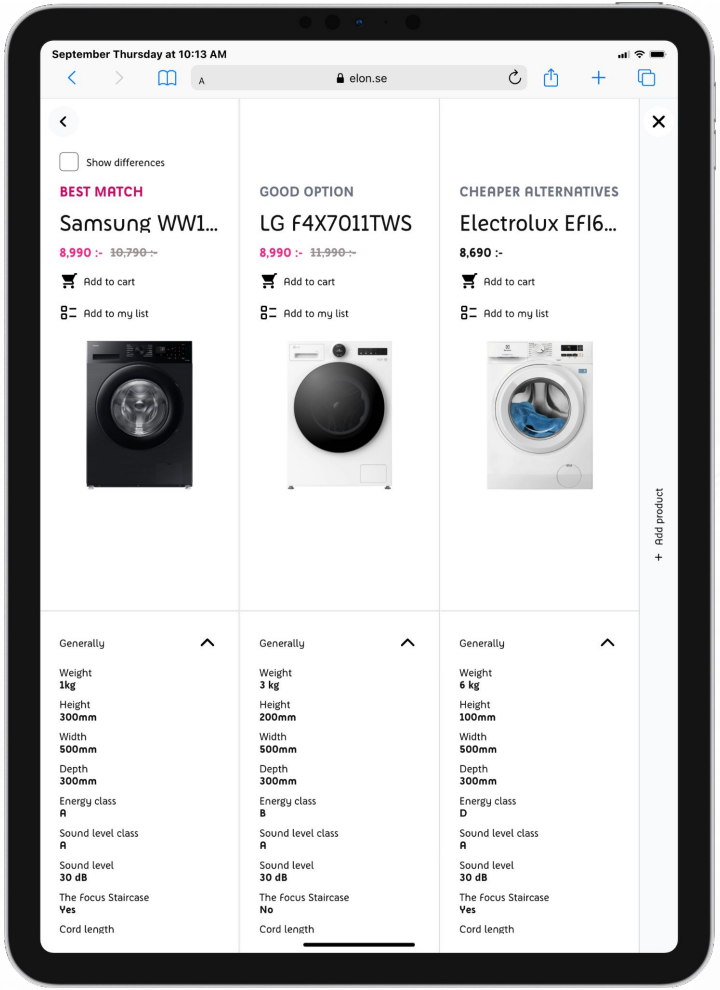
Return Rates per product

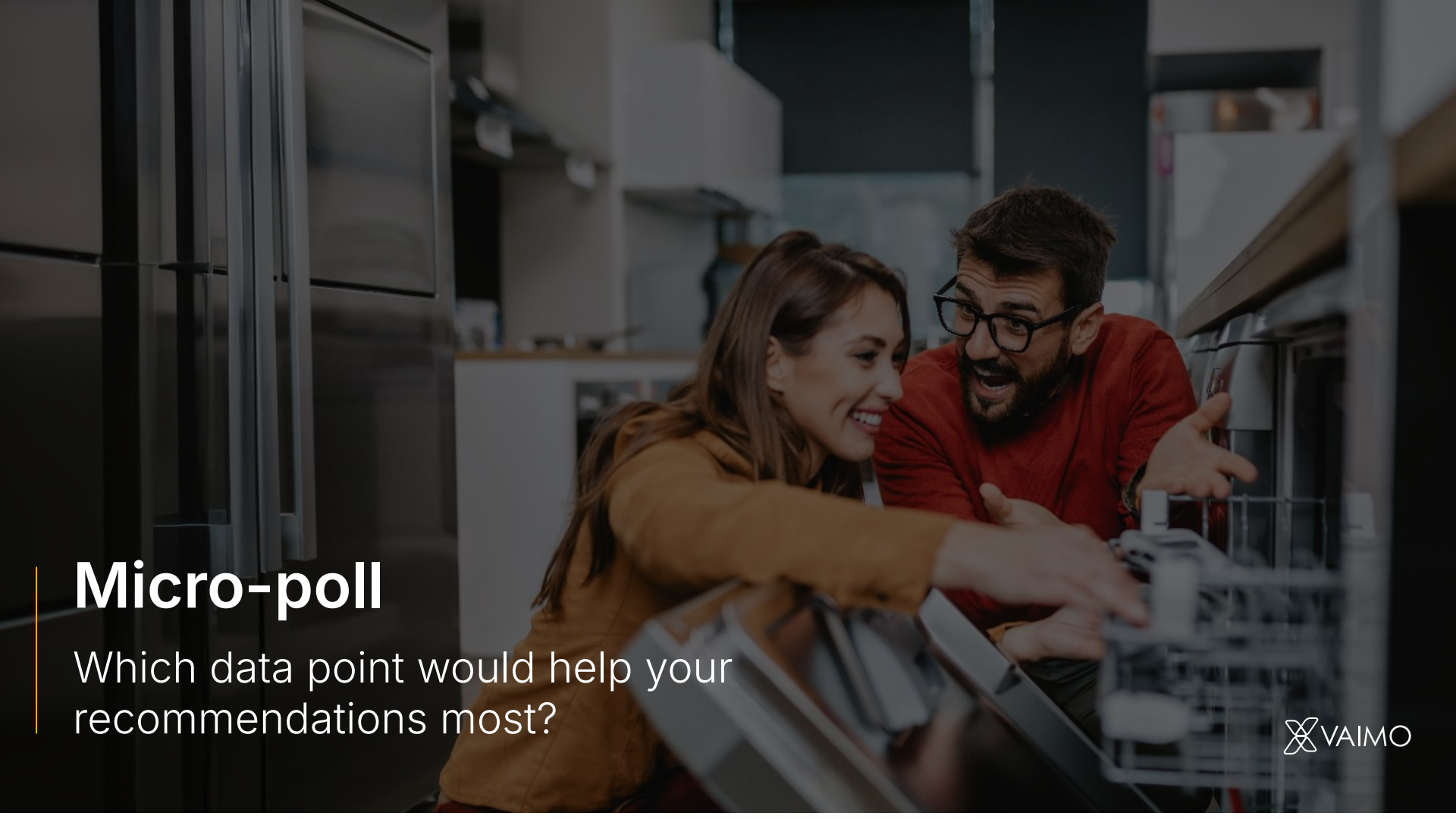
Support Ticket Data per product

Local Inventory in selected store

Campaign Data & Margin per product

Elon-only data!





Micro-poll

Which data point would help your recommendations most?

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Demo: Explore Products

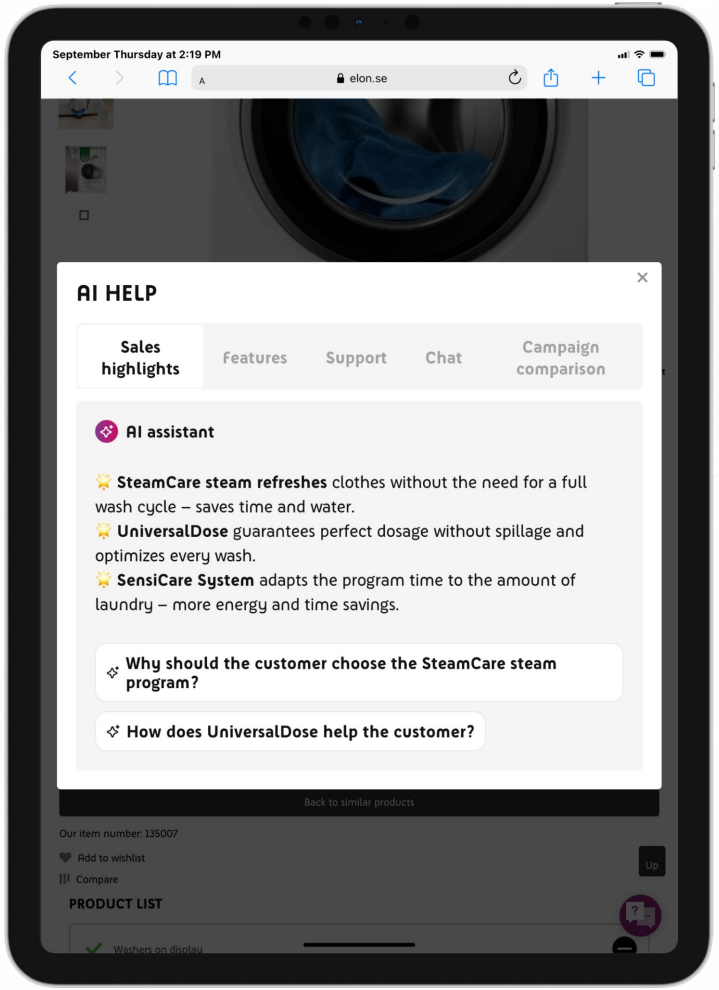
AI Assistant in sales mode will prompt:

→ Product highlights

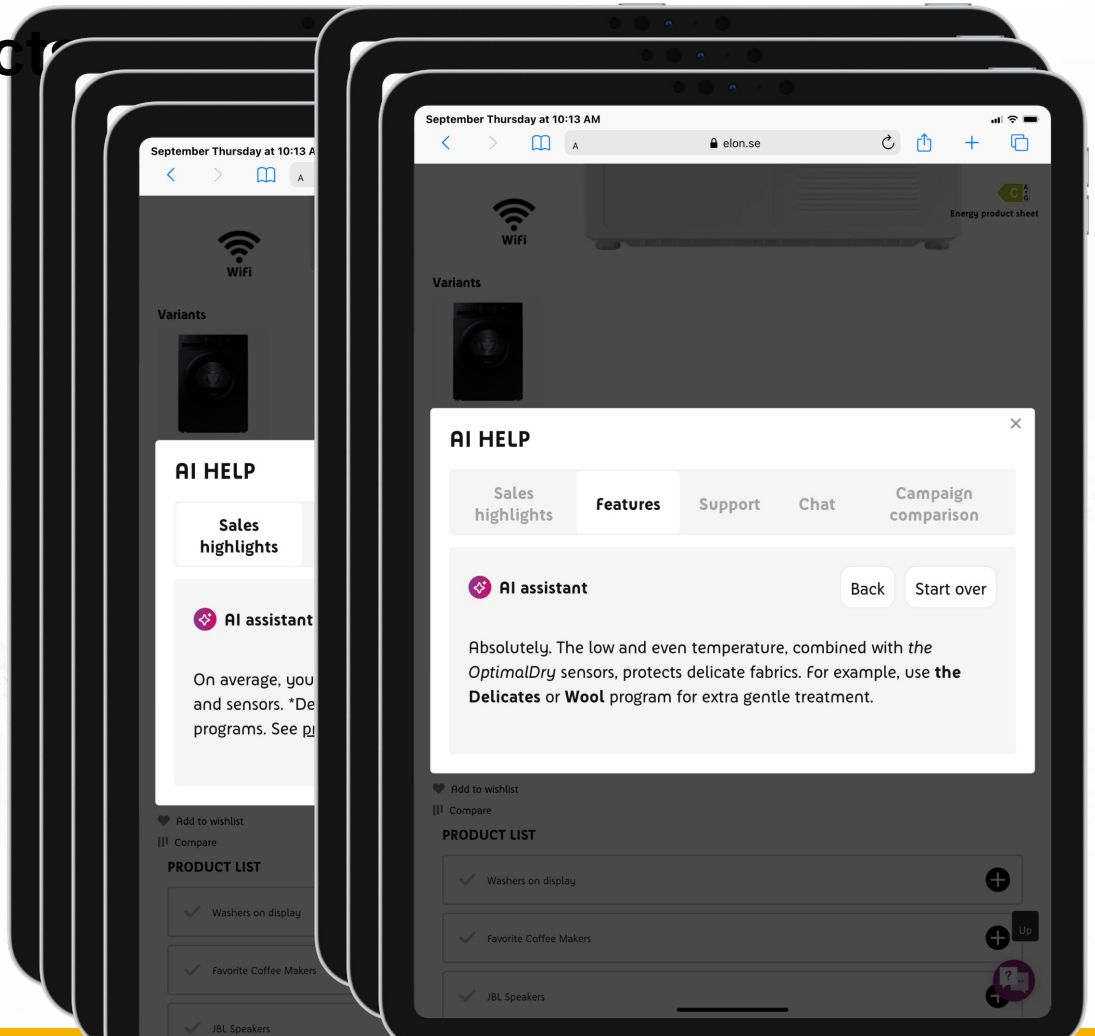
→ Features descriptions

→ Helpful advice & things to consider

→ Common questions



Demo: Explore Product



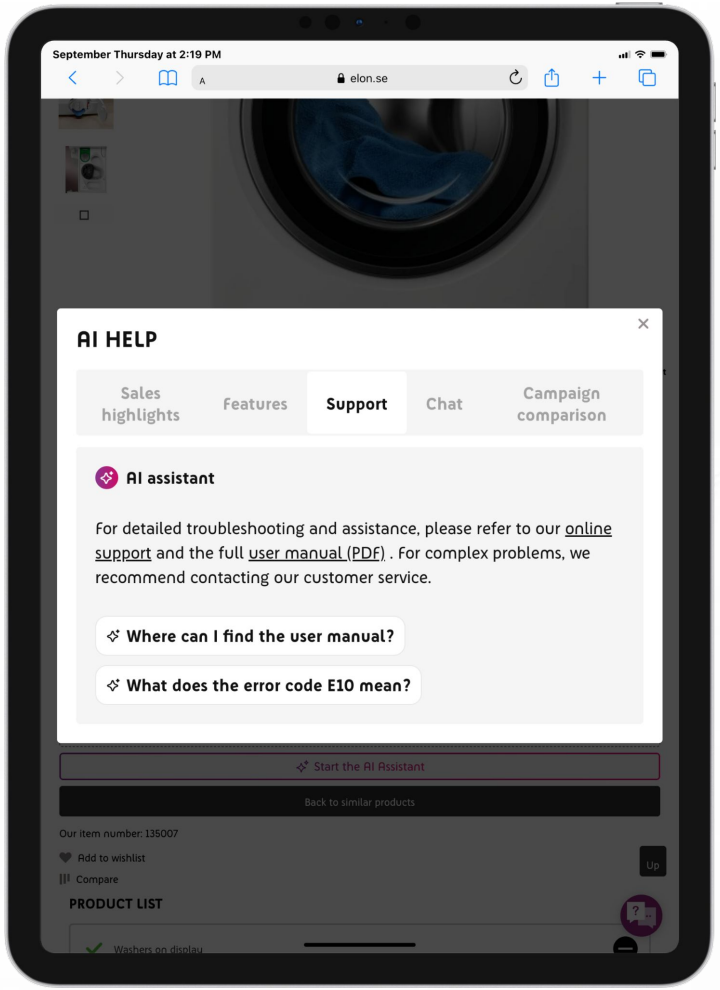
Demo: Troubleshooting

AI Assistant in support mode will prompt:

→ Common questions & answers

→ Direct links to product guide and manuals

→ Ask it anything!



Customer
Confidence, personalised, fair deals
Sales
Aligned, knowledgeable, supported
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Sales Rep Attribution

All activity is logged per user & store

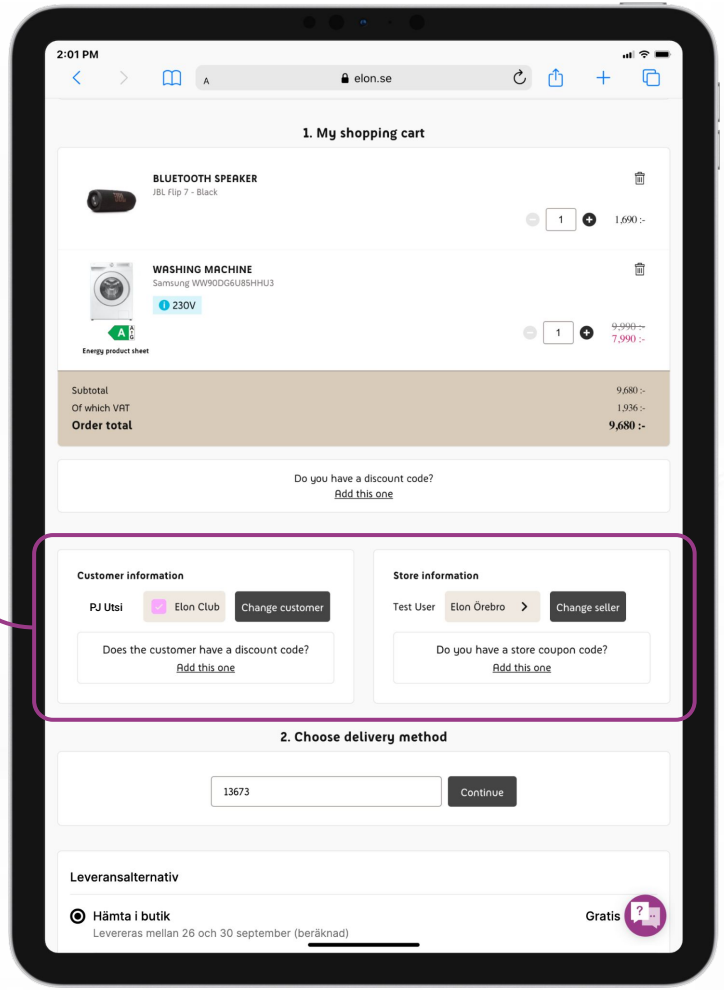
→ Customer log-in

→ Quotes

→ In-store orders

→ Online orders

→ Quotes

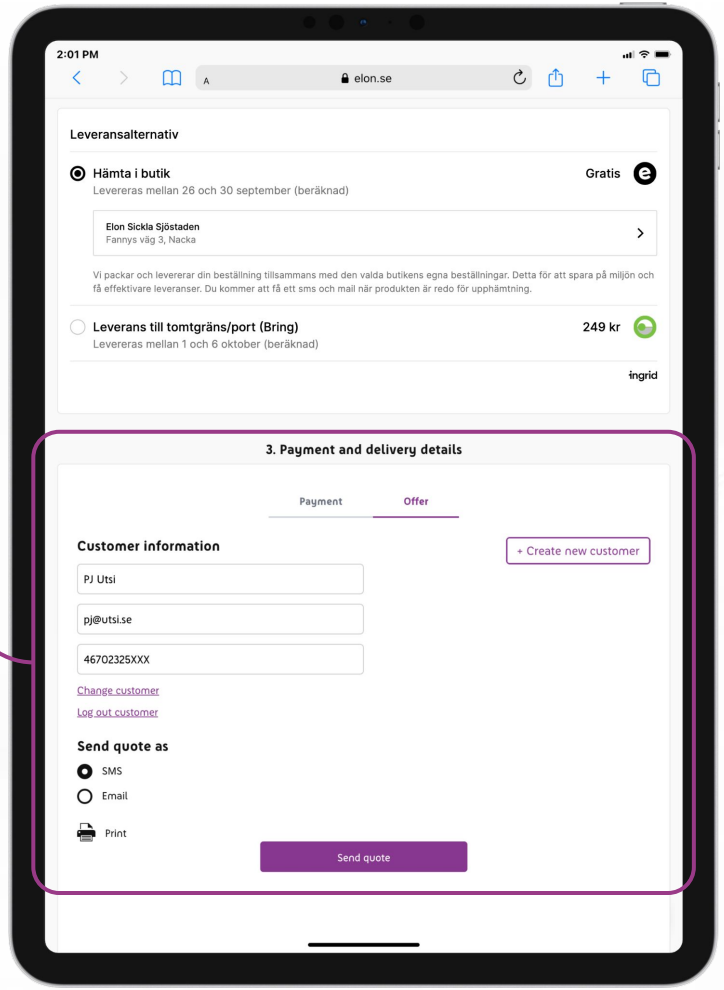


Quote & Save for Later

Quote Creation

→ Sent via text message or email

→ Full attribution to store & rep



Unified Checkout

In-Store Order

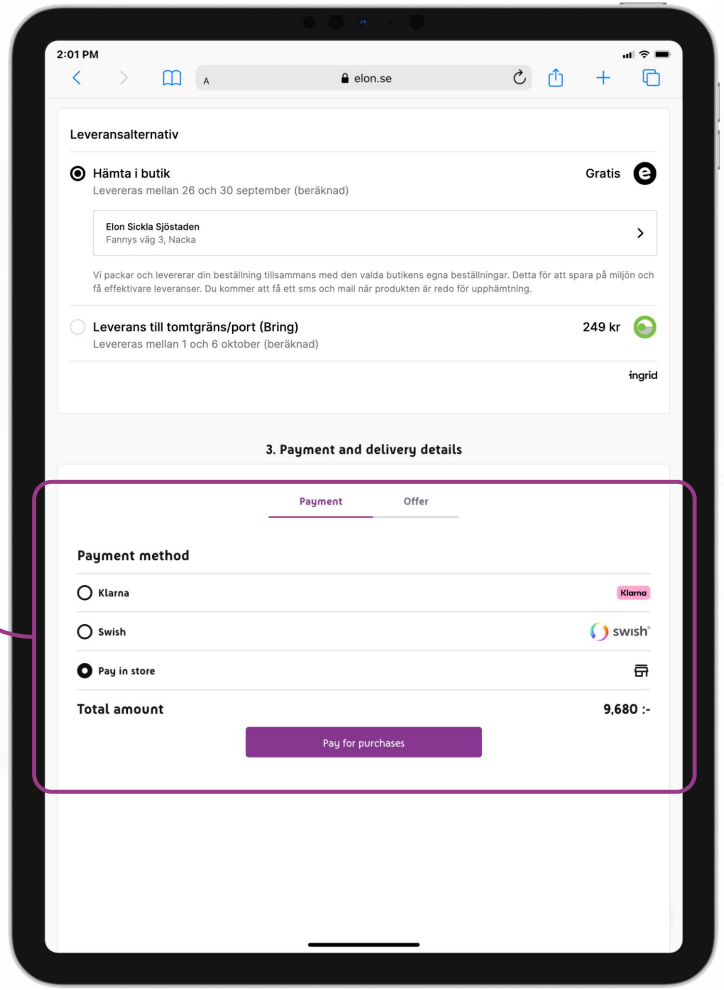
→ Payment via tablet or send to POS

→ Fulfilled in store

Home Delivery Order

→ Payment via tablet or send to POS

→ Fulfilled centrally (ecommerce order)



Results from Elon?

Customers

- Higher service scores
- Connection online with offline
- Up to date vouchers, loyalty rewards
- Faster decisions
- Increased satisfaction

Sales rep

- Confidence boost
- Expert knowledge without Google or PDF
- Bulletproof product recs
- Attribution
- Connection online with offline
- More quotes per day

Business

- Improved conversion
- Reduced return rate
- In-store browse & sales data
- Better online/offline attribution

Customer
Confidence, personalised, fair deals
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Aligned, knowledgeable, supported
Evaluating AI Solutions in Ecommerce
Higher conversion, lower returns, better data
Business
AI Future

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Quick poll #3

How ready is your business for in-store AI?

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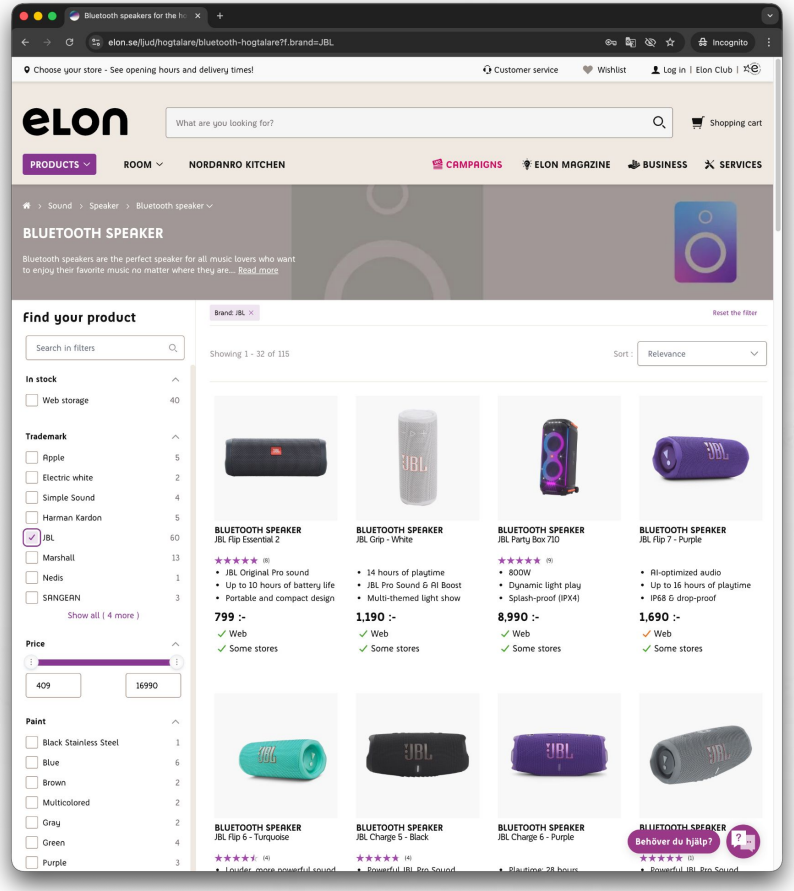
What Elon Had to Start With

✅	**Webshop**	Adobe Commerce
✅	**PIM**	Limetta
✅	**CRM & Personalisation**	Voyado
✅	**ERP & OMS**	Jeeves
✅	**POS**	FDT / Smart
✅	**Support Ticket System**	Zendesk
✅	**SharePoint File Repository**	• Internal sales training (PDF) • Internal campaign & promotion briefs (PDF) • Product manuals (PDF) • Product sales sheets (PDF)

Key point: **Access beats perfection!**



Future & Trajectory

Deeper Ecosystem Integration

Browsing history, abandoned carts, email behavior, in-store visits

Customer-Facing Features

Enable “AI Assistant” for consumers, replace the chat bots

New Interfaces

Going beyond tablets to glasses, earpieces, voice + agentic

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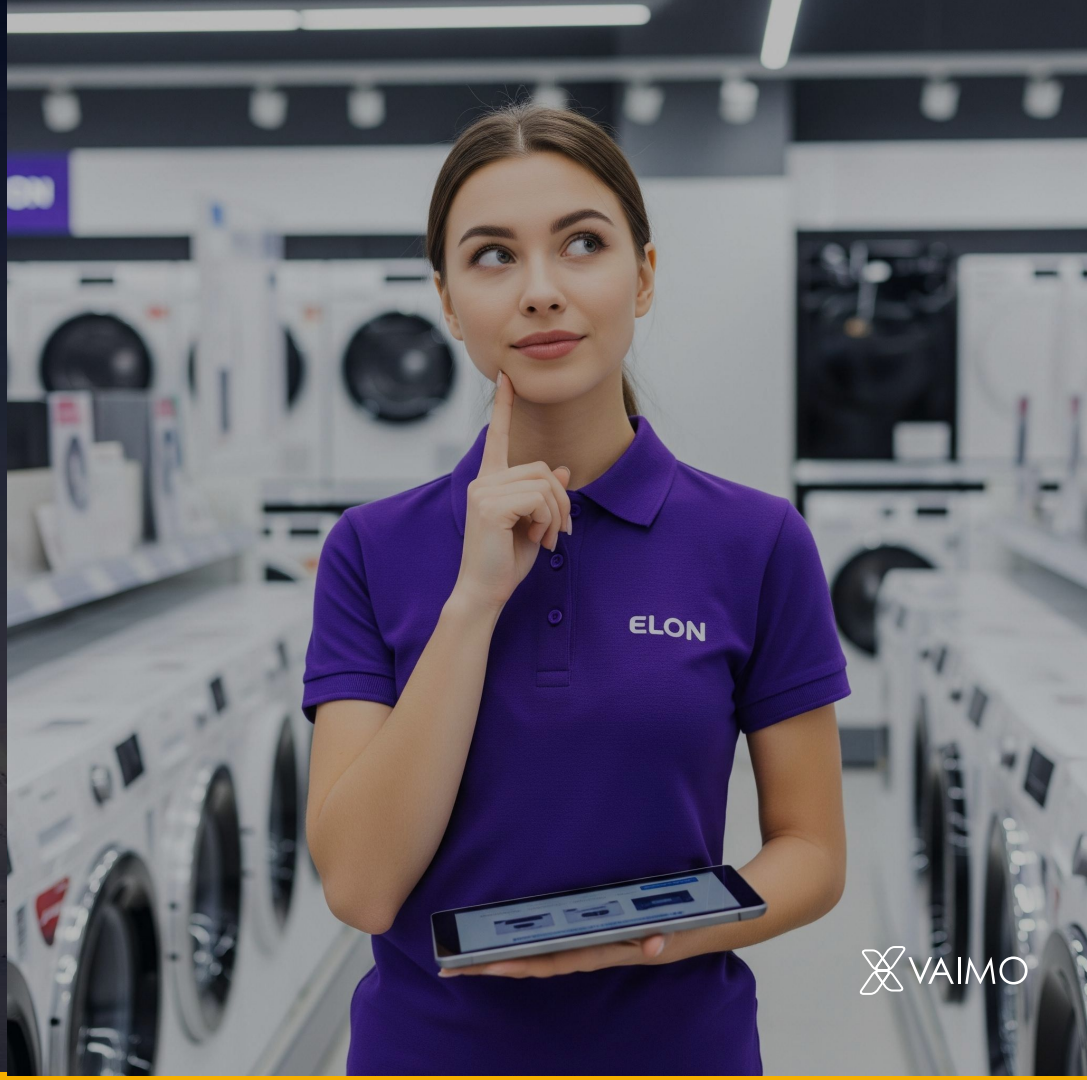
Higher conversion, lower returns, better data
Business
AI Ahead, Uses existing systems, Imperfect is okay
AI Future

VAIMO

Q&A



Get started

AI can consume unstructured data
No perfect data lake needed

Build on top of existing tech stack:
Ecommerce, Support, PIM, POS

Start small, pilot with:
1-2 categories, use cases or stores

Book a Technical Deep-Dive

A 1:1 deep-dive session with our technical experts that built the Elon tool

- ✓ Review your tech stack
- ✓ Identify quick wins
- ✓ Build a roadmap toward AI-assisted in-store sales

Thanks!

PJ Utsi
CO-FOUNDER & CHIEF CREATIVE OFFICER

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