

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





Full-Service Digital Experience Agency

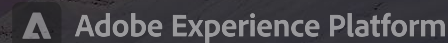
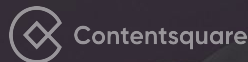
Vaimo is one of the world's most respected experts in digital commerce and customer experiences.

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



650+
employees

17+
years



Vaimo Example Clients by Industry

Sports & Outdoors



Beauty & Fashion



Home & DIY



Food & Drinks



B2B & Manufacturing



Other



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"

elon

BARKARBY

Mån-fre 0
Lördag 1
Söndag 1
elon.se 0

06:17



BLUETOOTH-HÖGTALARE
JBL Charge 6 - Purple

- Speltid: 28 timmar
- AI Sound Boost
- Inbyggd powerbank

2 290 :-

- ✓ Webb
- ✓ Vissa butiker

||| Jämför



57%

BLUETOOTH-HÖGTALARE
Enkl Sound ES2 - White

- Upp till 24 timmars ba...
- Bluetooth 5.3
- 80 W total utteffekt

1 990 :-

~~4 599 :-~~

- ✓ Webb
- ✓ Vissa butiker

||| Jämför



BLUETOOTH-HÖGTALARE
JBL Partybox Ultimate 5 - Grå

- Kraftfullt JBL Pro Sound



BLUETOOTH-HÖGTALARE
JBL Partybox Ultimate 5 - Grå

- Dolby Atmos via WiFi

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In-Store Sales Assistant

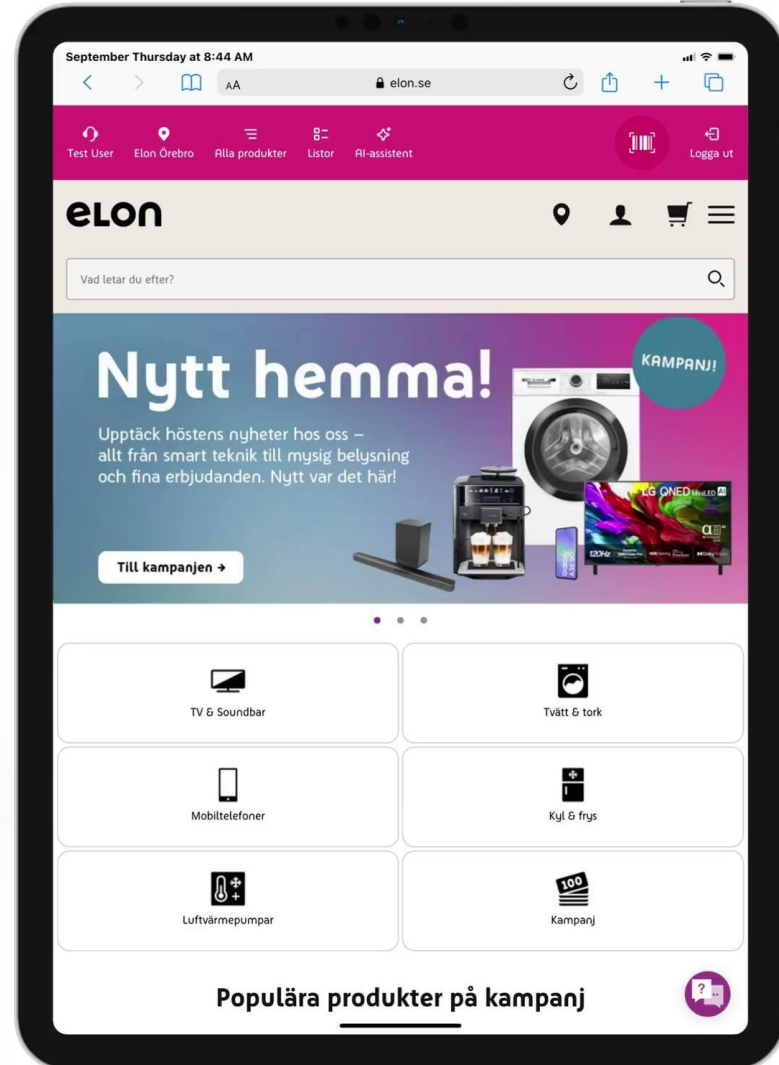
Based on ecommerce website (tablet/phone)

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

Customer

Sales



Evaluating
AI Solutions
in Ecommerce

Business

AI Future



The New Intentional Spender

Driven by economic
instability and rising
living costs

Hyper-aware of financial
security and spending
habits

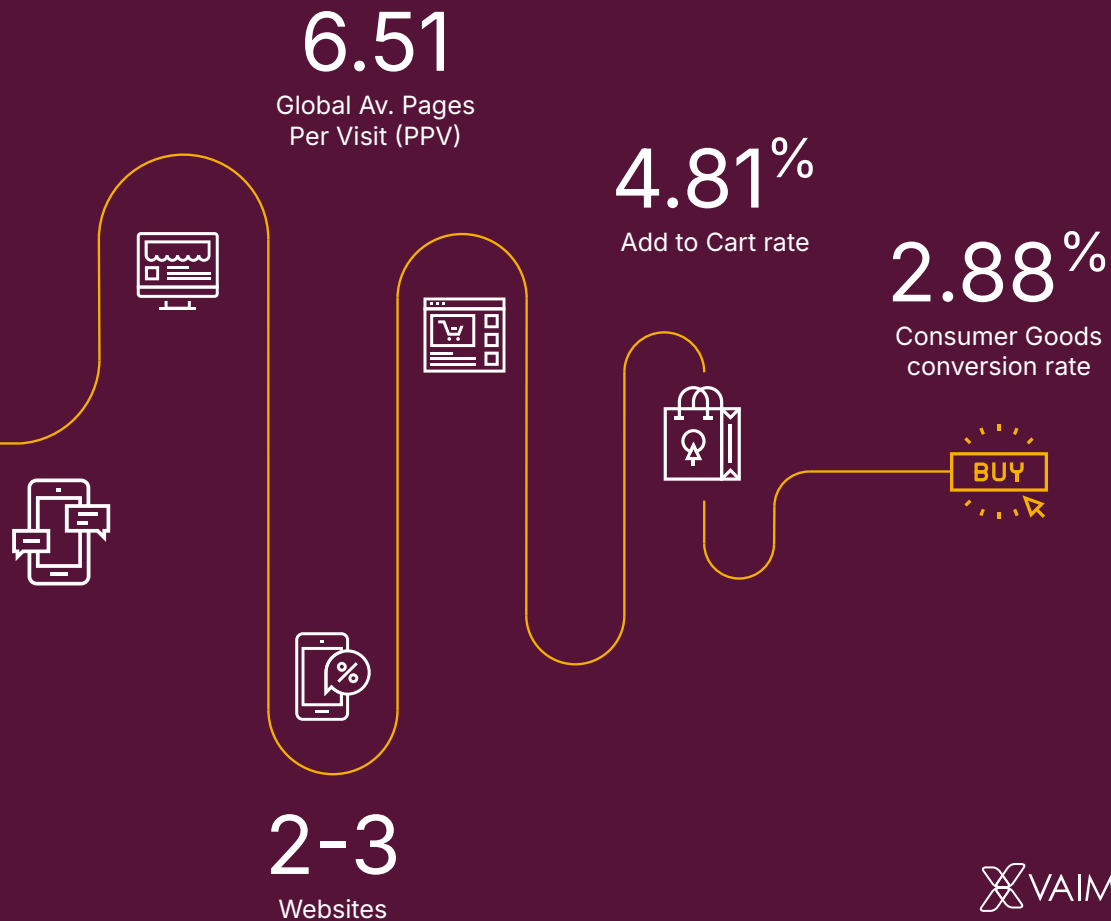
Engaging in longer, more
deliberate, and more
strategic research cycles

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

Slower Buyer Journeys



Sources: Statista, Dynamic Yield & Semrush



36%

say meeting the demands of
hyper-informed customers is one
of the top threats to their business

A man and a woman are smiling and looking at a kitchen appliance, possibly a dishwasher, in a store. The woman is reaching out to touch the appliance. The man is standing next to her, also smiling. The background shows other kitchen appliances and shelves in a store setting.

Quick poll #1

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

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.

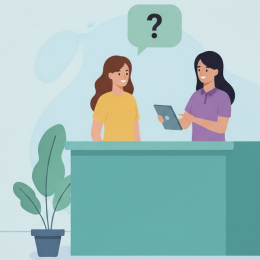
Greet & Identify



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

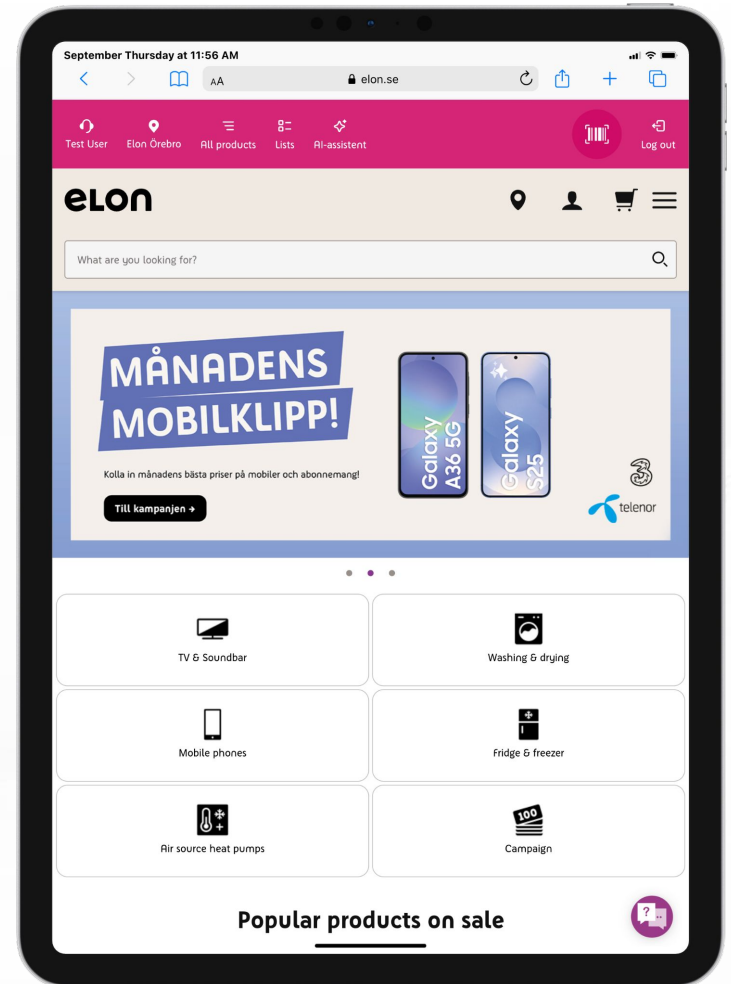
Log in as customer

Email or phone number

Customer Profile

Order History, Browsing History

Cart, Favorites



Customer Recognition

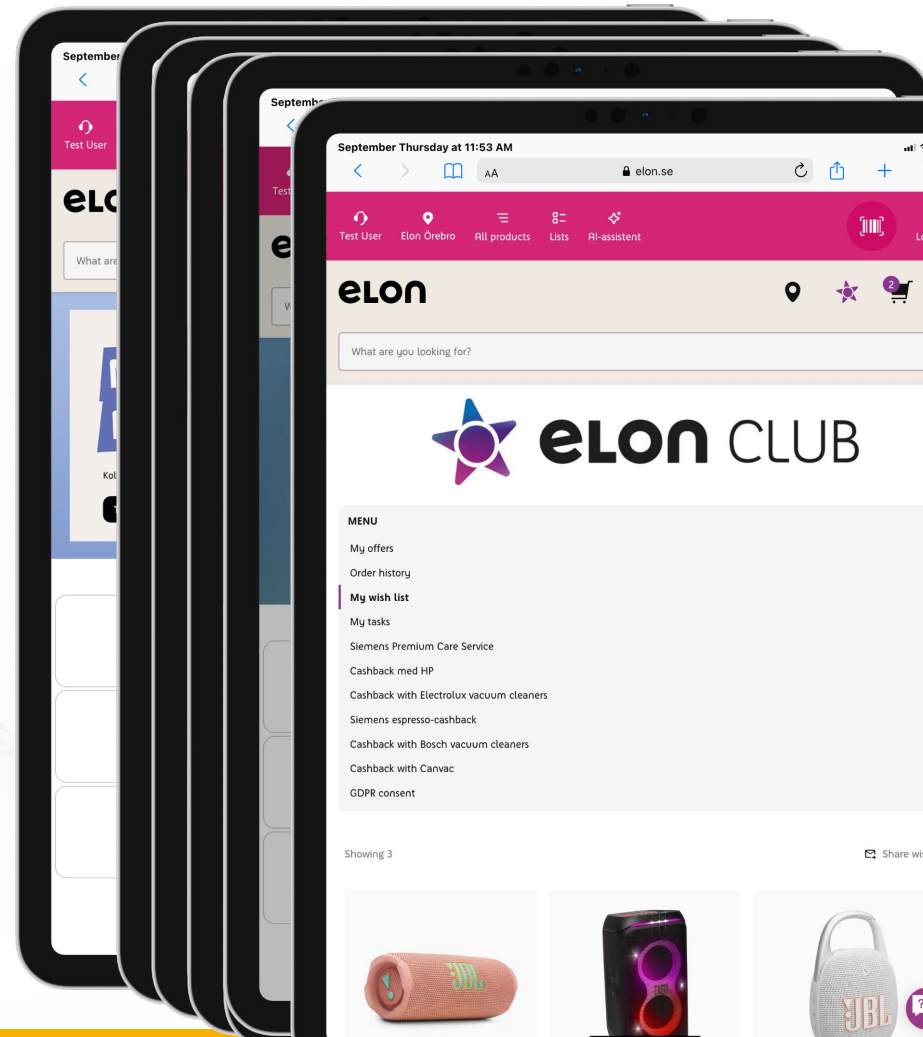
Log in as customer

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Promo & Price Parity

Customer Promos

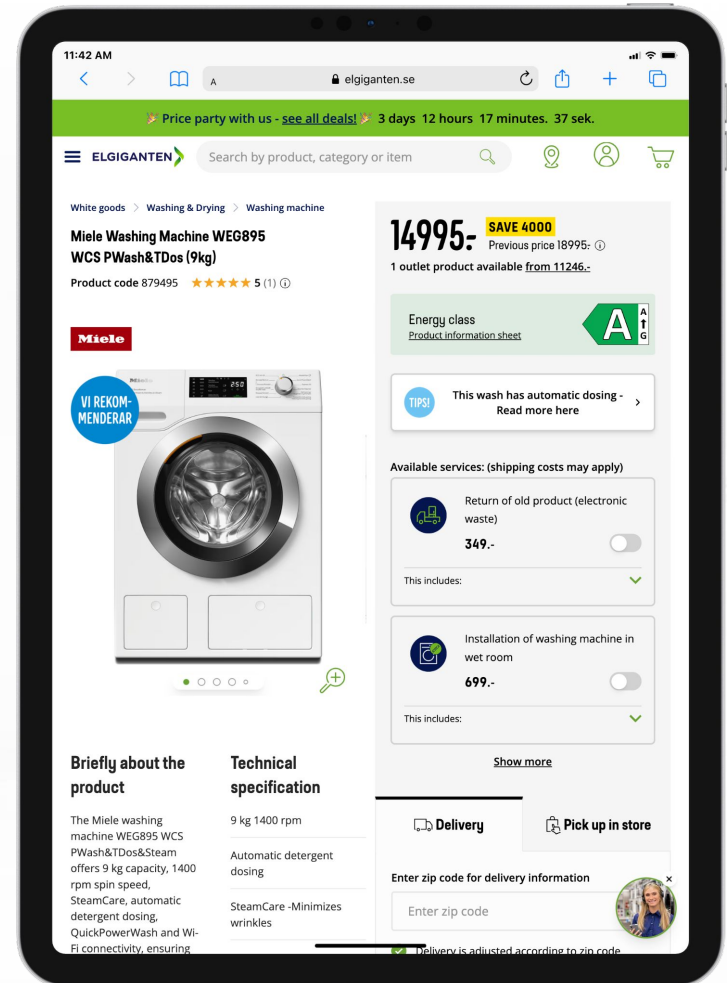
Loyalty program tier, coupons & vouchers

Local Promos

Store-exclusive coupons or discounts

Competitor Promo & Price Matching

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



Promo & Price Parity

Customer Promos

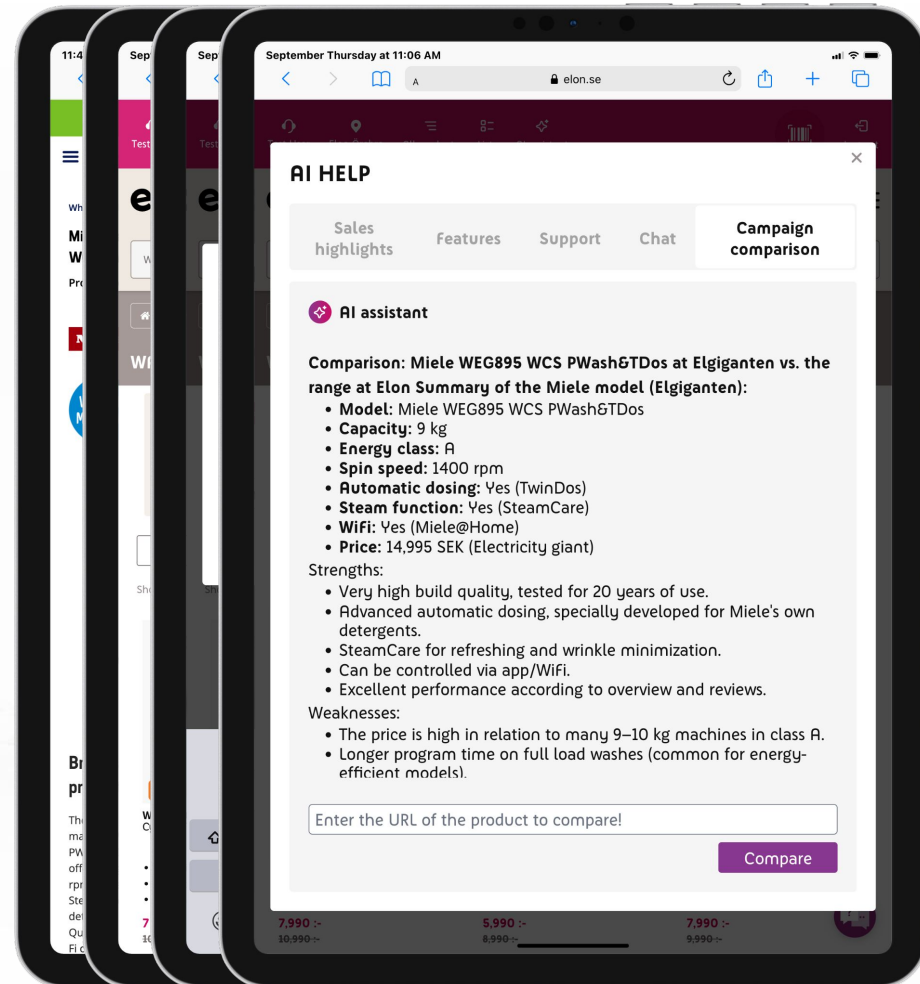
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Customer

Confidence,
personalised,
fair deals

Sales



Evaluating
AI Solutions
in Ecommerce

Business

AI Future



45%

say store employees spend too much time trying to find the answers to customer questions

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

A photograph of a retail electronics store. In the foreground on the left, a male employee with a beard and a dark polo shirt leans on a counter with several laptops, looking bored with his hand on his face. In the background on the right, another male employee with glasses and a dark polo shirt is adjusting a large television mounted on a wall. The store is filled with various electronic products like cameras and headphones on shelves. The background is slightly blurred, showing other customers and store signage.

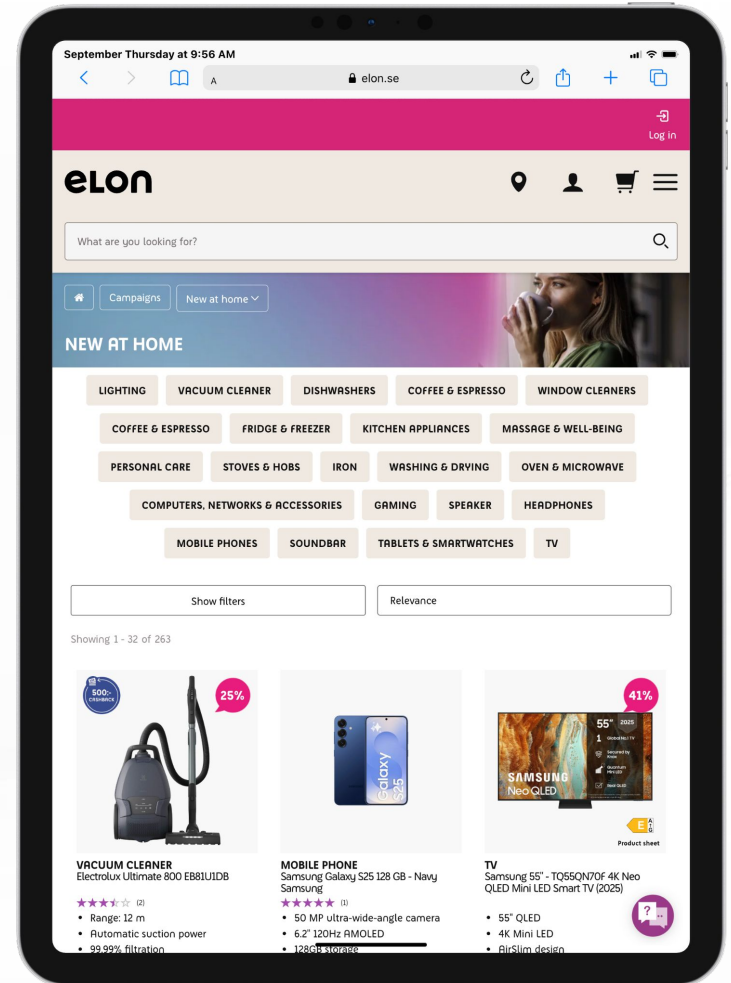
Quick poll #2

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

Sales Rep Login & Store Selection

Local lists for sales rep personalisation

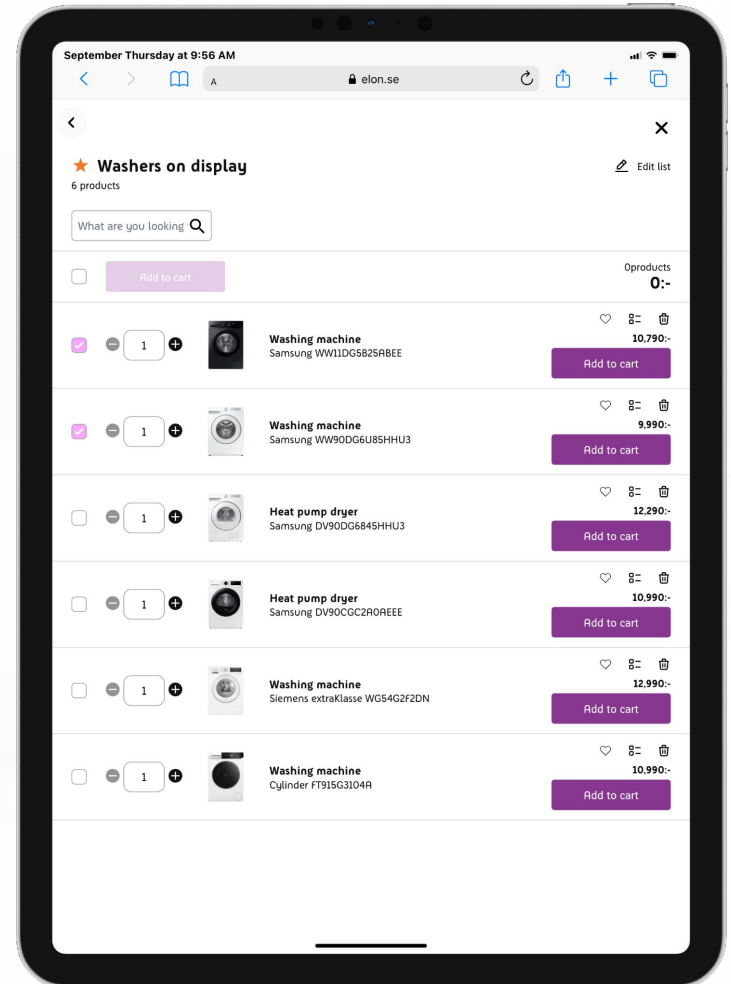
- In store right now
- Current campaigns
- Personal favorites
- Customer's "save for later"



Sales Rep Login & Store Selection

Local lists for sales rep personalisation

- In store right now
- Current campaigns
- Personal favorites
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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

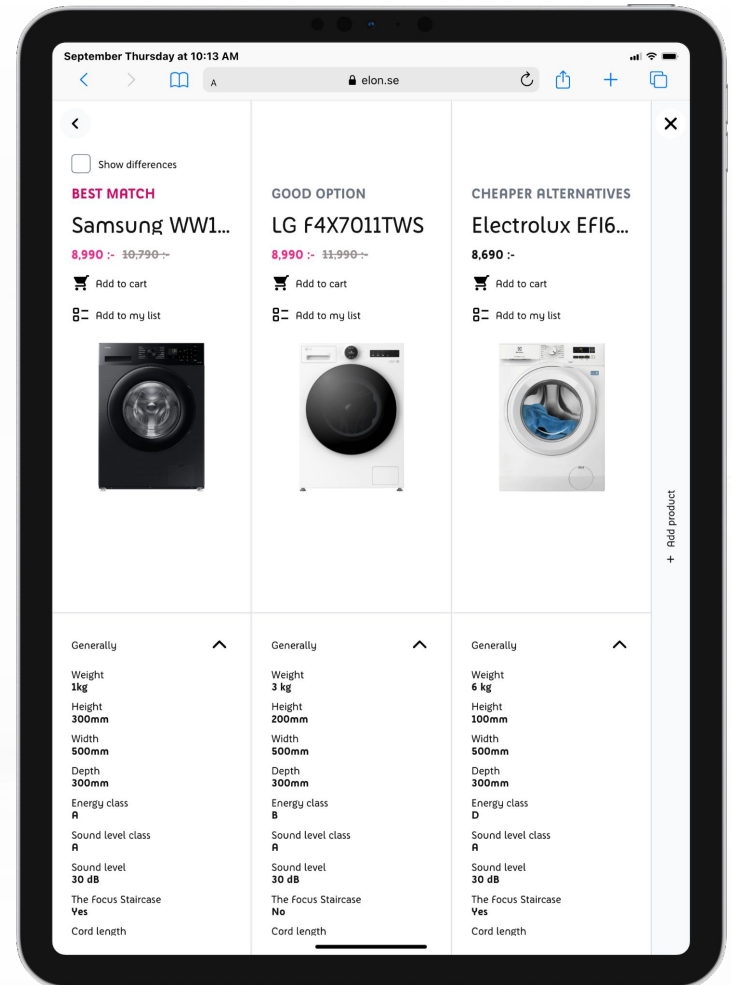
Return Rates per product

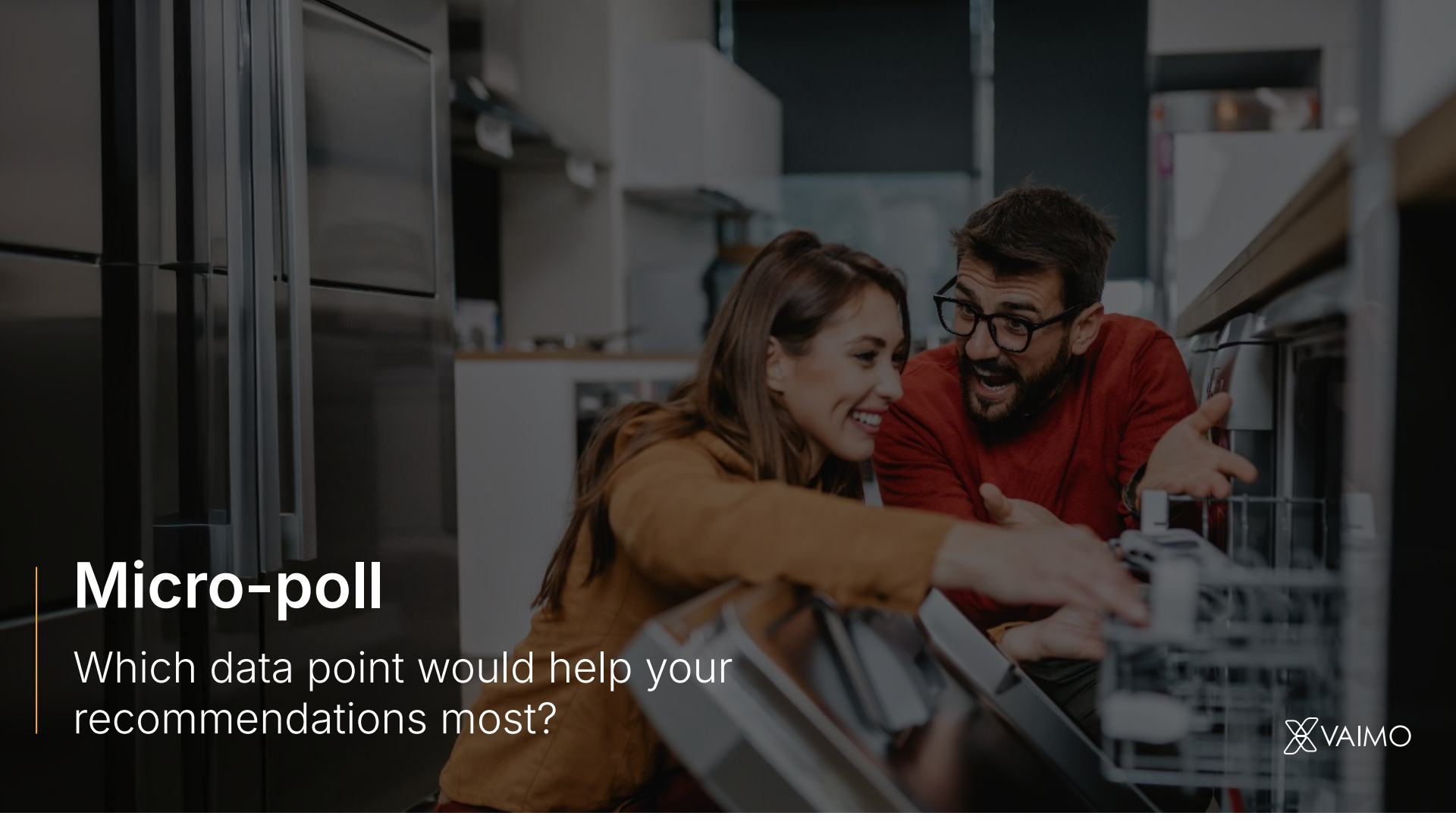
Support Ticket Data per product

Local Inventory in selected store

Campaign Data & Margin per product

Elon-
only
data!



A man and a woman are in a kitchen, looking at a dishwasher. The woman is pointing at the dishwasher, and the man is looking at it with a surprised expression. The background is a modern kitchen with white cabinets and a dark countertop.

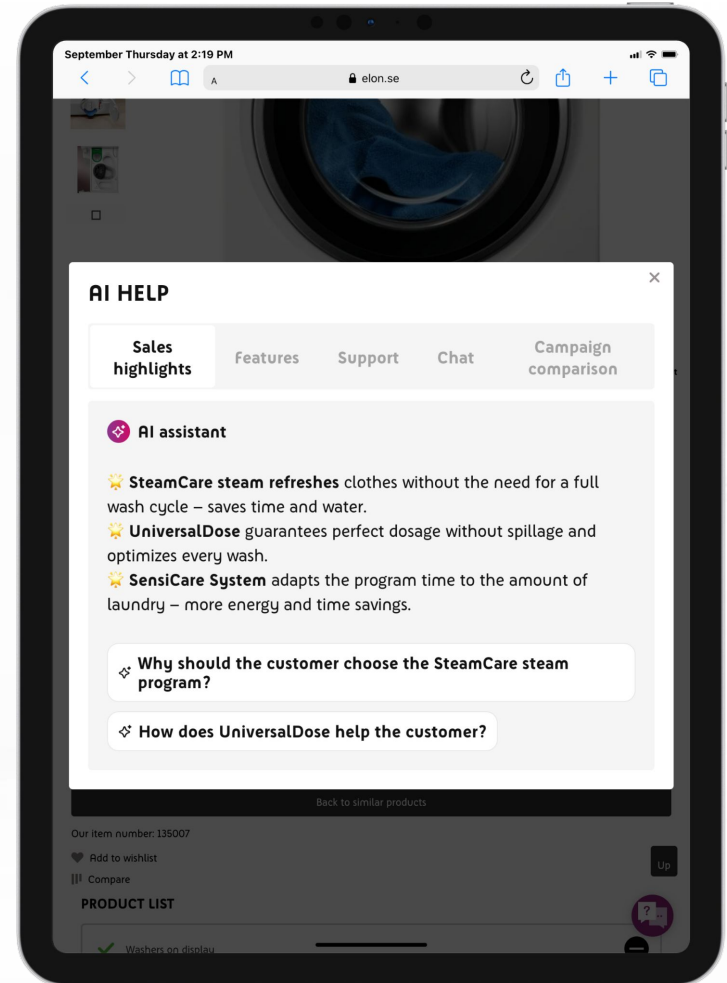
Micro-poll

Which data point would help your recommendations most?

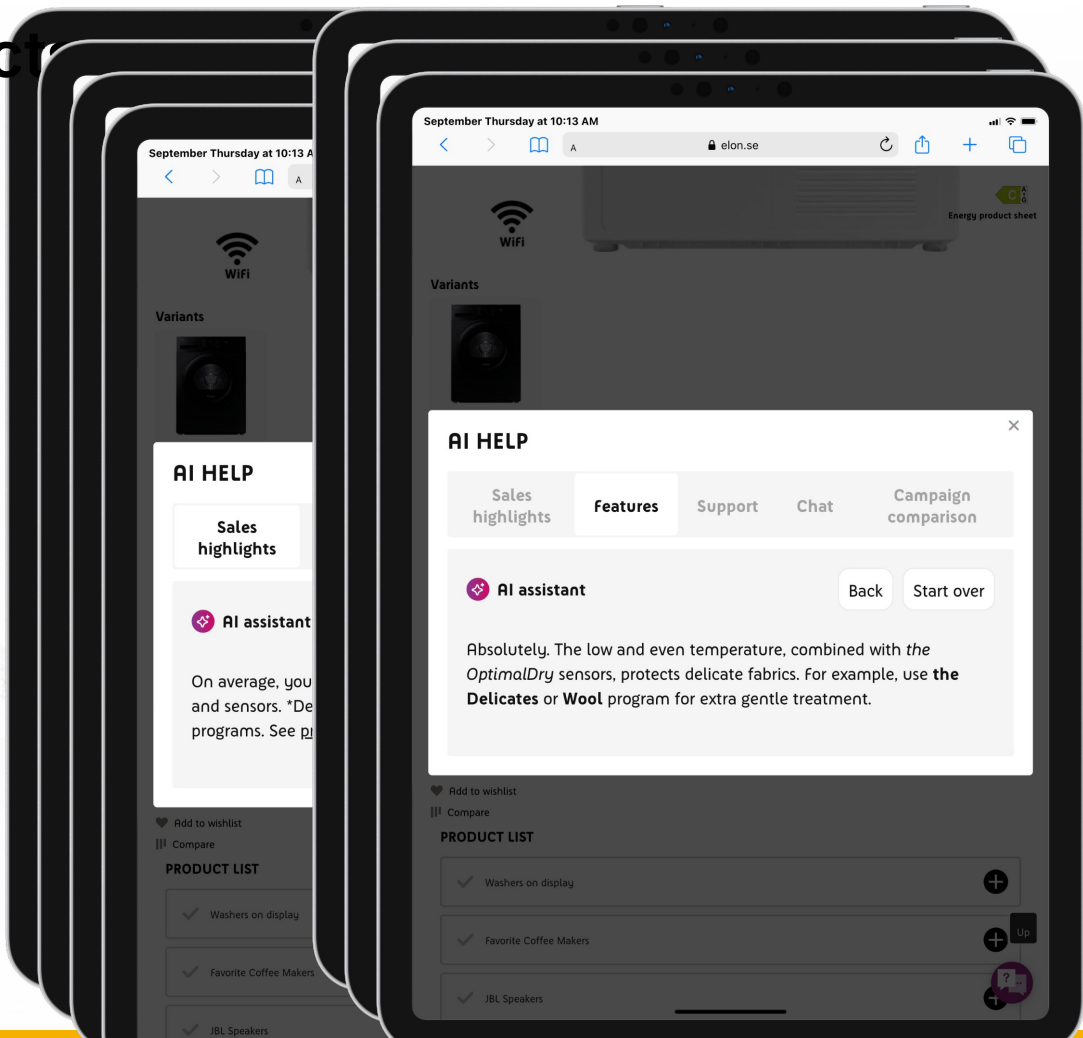
Demo: Explore Products

AI Assistant in sales mode will prompt:

- Product highlights
- Features descriptions
- Helpful advice & things to consider
- Common questions



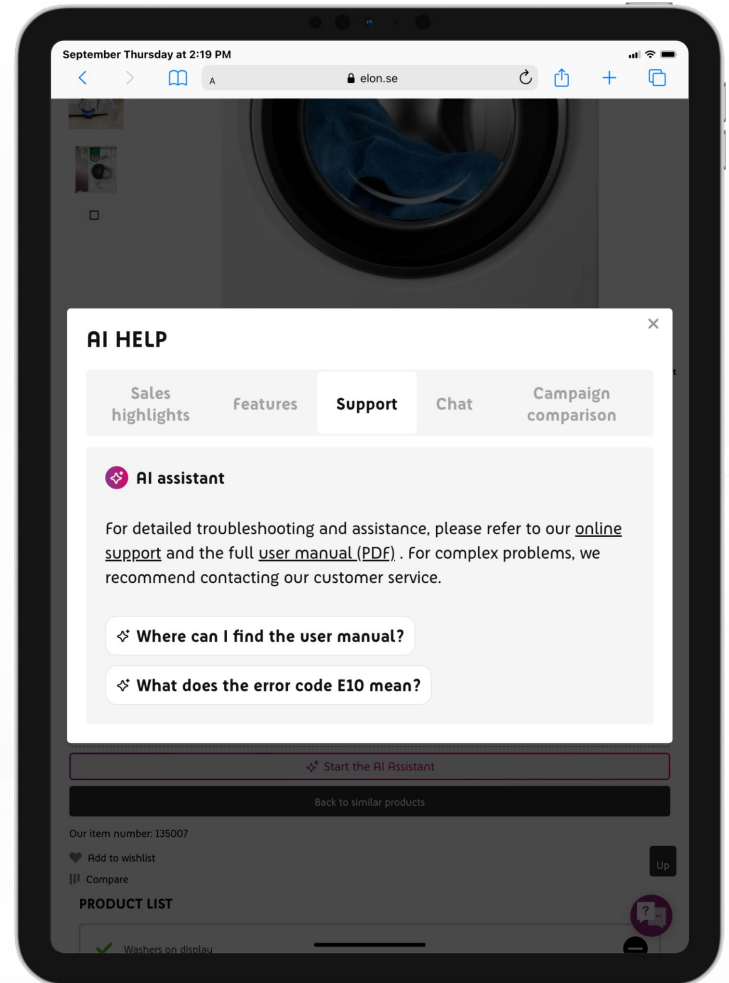
Demo: Explore Product



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

2:01 PM
elon.se

1. My shopping cart

BLUETOOTH SPEAKER JBL Flip 7 - Black	1	1,690 :-
WASHING MACHINE Samsung WW90DG6J8SHU3 230V Energy product sheet	1	9,990 :- 7,990 :-
Subtotal		9,680 :-
Of which VAT		1,936 :-
Order total		9,680 :-

Do you have a discount code?
[Add this one](#)

Customer information
PJ Utsti | Elon Club | [Change customer](#)
Does the customer have a discount code?
[Add this one](#)

Store information
Test User | Elon Örebro | [Change seller](#)
Do you have a store coupon code?
[Add this one](#)

2. Choose delivery method

13673 [Continue](#)

Leveransalternativ

☒ **Hämta i butik**
Levereras mellan 26 och 30 september (beräknad)

Gratis

Quote & Save for Later

Quote Creation

- Sent via text message or email
- Full attribution to store & rep

2:01 PM

elon.se

Leveransalternativ

☒ Hämta i butik Gratis

Levereras mellan 26 och 30 september (beräknad)

Elon Sickla Sjöstaden
Fannyväg 5, Nacka

Vi packar och levererar din beställning tillsammans med den valda butikens egna beställningar. Detta för att spara på miljön och få effektivare leveranser. Du kommer att få ett sms och mail när produkten är redo för upphämtning.

☐ Leverans till tomtgräns/port (Bring) 249 kr

Levereras mellan 1 och 6 oktober (beräknad)

ingrid

3. Payment and delivery details

Payment Offer

Customer information + Create new customer

PJ Utsi

pj@utsi.se

46702325XXX

[Change customer](#)

[Log out customer](#)

Send quote as

☒ SMS

☐ Email

Print

Send quote

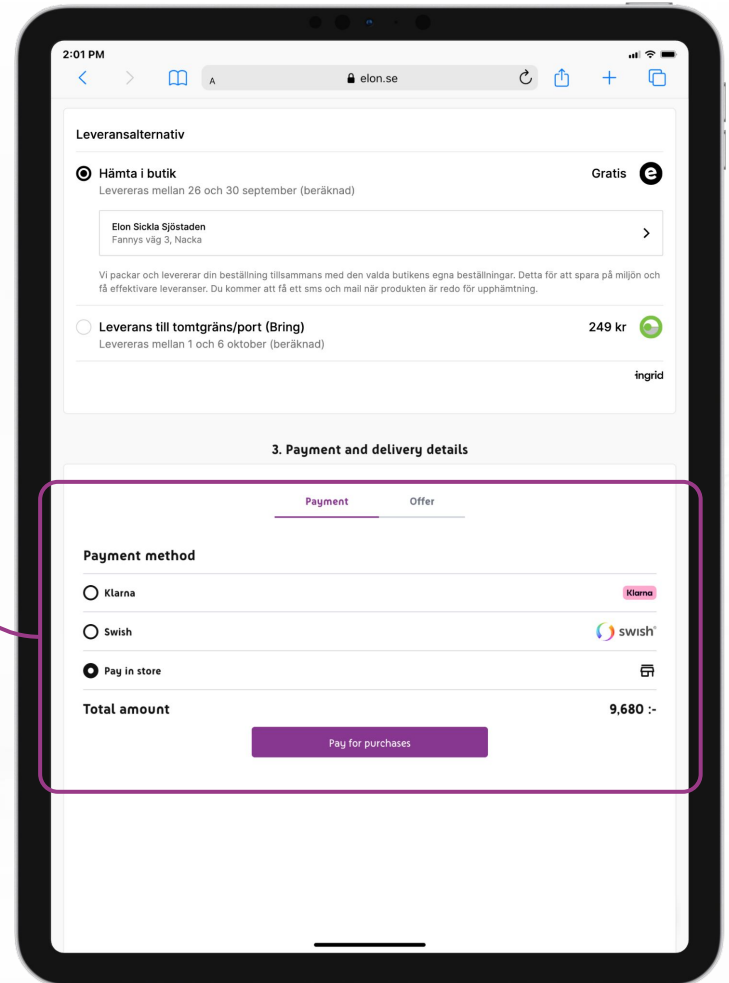
Unified Checkout

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

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Evaluating
AI Solutions
in Ecommerce

Higher conversion,
lower returns,
better data

Business

AI Future



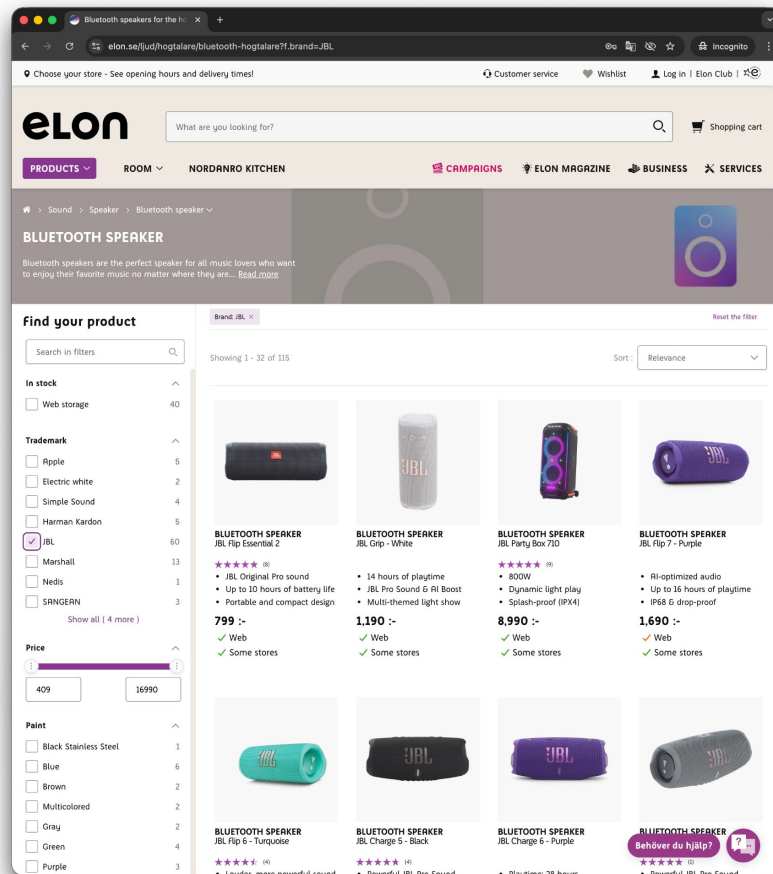
Quick poll #3

How ready is your business
for in-store AI?

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	<ul style="list-style-type: none">• 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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Evaluating
AI Solutions
in Ecommerce

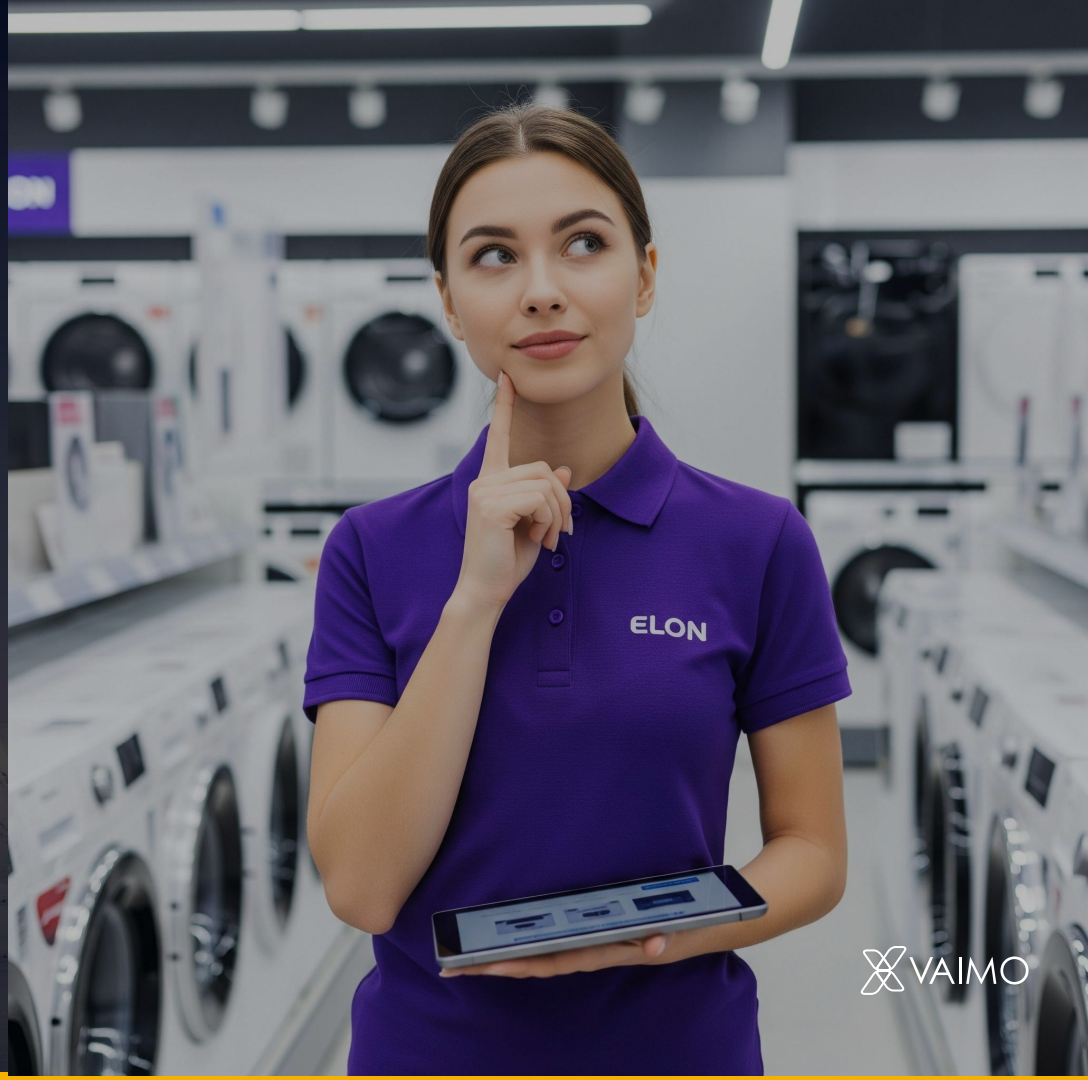
Higher conversion,
lower returns,
better data

Business

AI Ahead,
Uses existing systems,
Imperfect is okay

AI Future

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!



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