

## Retail & Hospitality Patron Experience

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Intel® AI is ready *right now* to make an impact on your patrons' experiences.

### The Market Imperative

Shopping malls and brick-and-mortar retailers face increased competition from online shopping. The need to offer a better customer experience has never been greater to get people into the store. More than retail, malls have restaurants—and QSRs (quick serve restaurants) only thrive with consistent traffic.

Malls are just one example of mixed-use venues where patron visits can be optimized. Hotels, casinos, resorts, and cruise ships, all need foot traffic to succeed. And maximizing the return on each person entering the venue is paramount to healthy sales. Beyond revenue, QSRs, retailers, and other venue owners are struggling with labor shortages, which means finding new ways to increase efficiency without hiring additional staff.

Operational decision-makers in retail, hospitality, and other consumer-centric sectors are exploring how solutions that incorporate Artificial Intelligence (AI) can increase commerce, streamline operations, and grow revenue. On top of that, with many industry leaders in different sectors finding success with AI, the interest in learning from others is growing at a fast pace.

### AI Drives New Revenue Opportunities

AI solutions are used across these venues, enabling applications ranging from cross-selling to reducing food waste. Here are just a few examples at work today:

- **Multi-use venues can use AI solutions to measure traffic flow and determine shopping patterns, while protecting personal privacy.** These patterns can be used for cross-promotions. For example, if data shows that giftshop patrons also visit the jewelry store, they can cross-promote or even co-locate stores.
- **Data sharing across a venue, such as a hotel's restaurants and health spa, can provide better guest experiences—**creating new revenue opportunities and promoting repeat business.
- **Retailers use heat maps inside their stores to evaluate customer interest and modify product locations, while technology solutions such as digital showcases can enhance product appeal.** AI-powered digital storefronts can measure and increase customer traffic, while addressing loss prevention at self-checkout. The Store As A Medium (SAAM) is another up-and-coming AI technology to visually engage and promote products at the time of purchase.
- **Ordering kiosks in QSRs reduce queues during peak hours.** Kiosks are highly accurate in order-taking and can use AI to cross- and up-sell. They can also use extraneous parameters, like suggesting an ice-cream sundae for dessert on a hot day. And kiosks provide the option to store the profiles and preferences of customers who opt in, to make their order process go faster during subsequent visits.
- **In the back of the QSR, AI systems are used to measure and reduce food waste.** This, for example, can provide suggestions on the optimum time to thaw ingredients and prepare the food product to meet customer demand. Because some products have a very short shelf life, it's essential to provide this guidance to workers. Another use case is determining if the product meets order criteria. For example, if the extra cheese the customer ordered isn't included in the order, it's flagged before the meal reaches the customer.

## Key Technology Imperatives

It is advantageous to use a single platform on-premises to manage multiple workloads in near-real time. For example, imagine consolidating HVAC, lighting controls, digital signage, and camera networks on a single platform. Venue operators can realize increased security, reliability, and scalability while lowering TCO.

This architecture also improves efficiency. When different applications can communicate with one another, onboarding new use cases can be done in less time compared to point solutions—where proprietary software and hardware must be certified by IT.

And for venue administrators, managing all of their assets and applications must be done using a single pane of glass and cloud interface. To learn more, visit Intel's [Retail](#) and [Hospitality](#) solutions.



### Vistry, Inc.

In an industry that is quickly changing, Vistry, Inc. helps full-service restaurants and QSRs digitize their core processes, operate at high speed, and increase brand loyalty. Its Discrn Platform is built on innovative technologies like AI, vision, voice, and IoT analytics to help customers gain the insights they need to stay ahead of these changes. The platform is easy to deploy, integrates with existing systems without interruption, and ensures data is kept safe and secure.



#### With Vistry, restaurateurs can:

- Create a more enjoyable customer experience
- Overcome labor shortages by automating services
- Minimize food waste with real-time insights into queues and product
- Predict order times and speed up drive-through operations



### VSBLTY

VSBLTY aims to transform retail and public spaces with its SaaS-based audience measurement and security software. The company uses artificial intelligence and machine learning to provide advanced object recognition, immediate insights, and anonymized customer demographic profiles. This enables brands and retailers to realize the impact of their digital-signage marketing efforts in near-real time, display personalized content based on who is looking, and make informed decisions on the fly.



#### With VSBLTY, retailers can:

- Get impressions right at the moment of truth, where they can influence shoppers the most
- Process at the edge to enable real-time data collection and targeted interactive content
- Detect common objects and react to what the camera is seeing
- Change content in real time based on what is happening in the digital display's environment



## Pathr.ai

Pathr.ai offers AI-powered spatial intelligence software that enables retailers to track and analyze customer behavior in near-real time without having to invest in expensive hardware. Beyond just learning when and what customers are shopping for, Pathr.ai helps businesses see and understand their daily spatial interactions in any physical environment. The solution takes raw data and transforms it into applied learnings that businesses can then use to improve operations and return on investment.



**pathr.ai**<sup>™</sup>  
Real-time Spatial Intelligence. Applied.

### With Pathr.ai, retailers can:

- Track and analyze anonymized human behavior as it is happening
- Comply with data protection regulations such as GDPR
- Leverage existing hardware and reduce the need for capital investments
- Distinguish customers from staff, using behavioral analysis
- Visualize insights through business intelligence software or custom dashboards



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