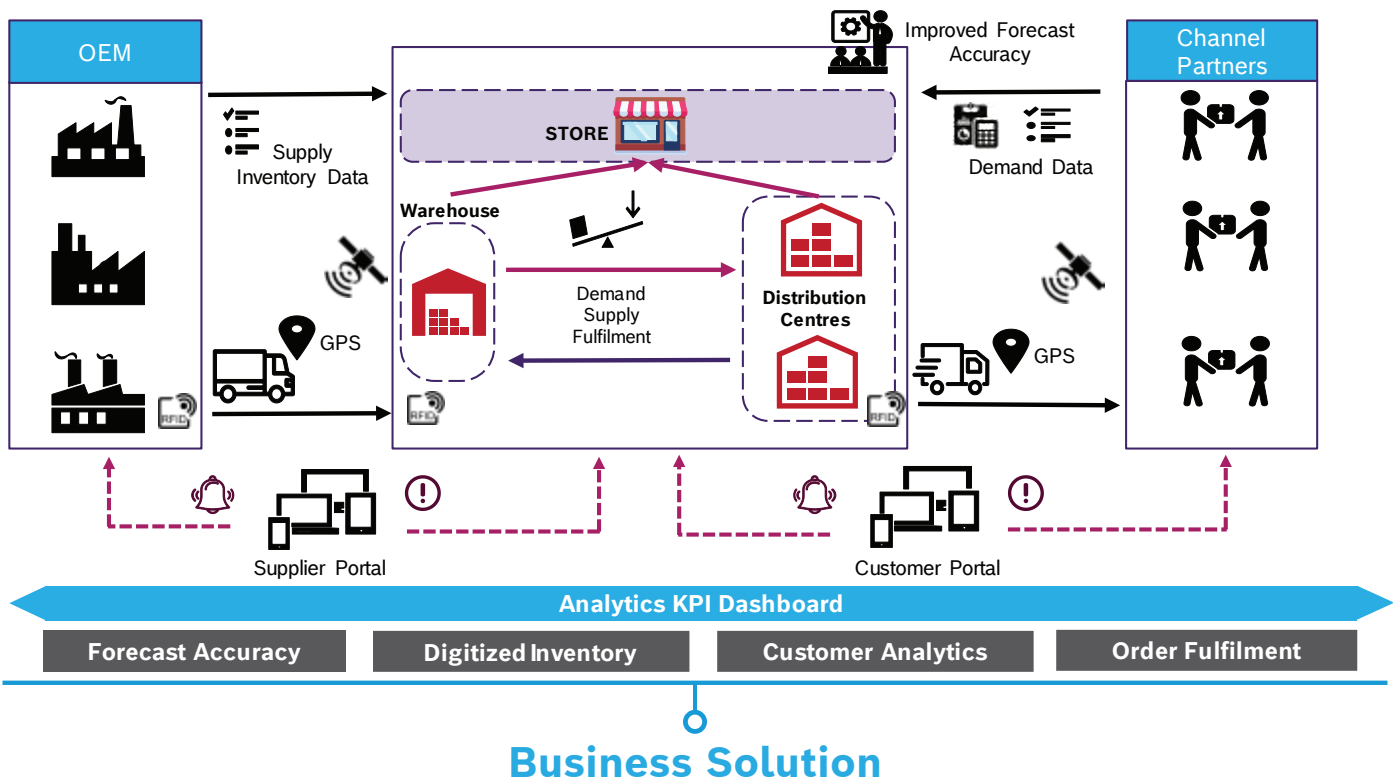# In-store Customer Recommendation – Point of Sale

Microsoft D 365 | Microsoft Azure | Cognitive Services

Increasing the topline is a critical KPI for any retailer. But they are faced with business challenges to accomplish this

▶ Need to increase upselling at Point of Sale
▶ Lack of targeted offers based on Customer behavior and purchasing patterns
▶ Silos of sales data in multiple systems and locations
▶ Lost sales opportunities

Analytics KPI Dashboard

| Forecast Accuracy | Digitized Inventory | Customer Analytics | Order Fulfilment |

Business Solution

Single system for all customer engagement and PoS activities

Azure Cognitive services to analyse product/ customer patterns and recommend – "People also bought this"

Benefits

▶ Cognitive Service – Recommendation API provides product suggestions

▶ Continuously evolving recommendation system improves to give better results over time

▶ Enables upselling, improves sales and profitability.