

Personal Sales Assistant

Leaving a Lasting Positive Impression

Designed to mimic the personalised experience that shoppers receive from in-store staff. The personal sales assistant delivers interactions that convey a sense of thinking and speaking. It uses language that is conversational and easy-to-understand with dialogue that offers value beyond product recommendations.

Here's how PwC achieves higher sales, enhanced customer understanding, and stronger brand relationships:



An AI sales assistant initiates interaction and engages in conversation seeking to understand customer needs and desires.



Customer data is collected and analysed to create a detailed customer profile containing segment, purchase and brand propensity, life-time value and experiences scores to inform purchase and in-store recommendations.



Using AI product information is also gathered around items to help gain deep understanding of product attributes that can be matched to customer needs more effectively.

Key Questions:

- Do you have a life-time value understanding of your customers?
- How much sales churn do you currently experience due to ineffective in-store staff engagements with customers?
- What if any tools are you currently using to help understand customers desires and needs?
- What type of customer data analysis or customer profiling such as purchase and brand propensity are you currently looking into?

PwC Offering

An interaction between a customer and a brand that goes beyond a transaction, focusing on personalisation, empathy and attention to detail. This memorable experience leaves a lasting positive impression, evoking a feeling of satisfaction and connection prompting long term brand salience.

Why PwC is the right Partner

PwC provides the right solution by offering product recommendations based on deep customer insights, redirecting customers to alternative products suited to their needs, and suggesting useful tips and insights to address customer problems with appropriate product solutions.

Target Audiences:

- CTO/CDO/CIO
- Data Engineers
- Solution Architects
- CFO
- CCO
- CMO
- IT Project Managers
- Data Analysts

Industry Focus:

This framework has a retail focus, aiming to deliver a seamless and personalised shopping experience for customers, with particular attention to the customer's end reason for their visit.

Contact Us:

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