



# The retailer's guide to AI

Prepare for the future of the industry

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# Intro

With tools like ChatGPT and AI art generators taking the internet by storm, the possibilities for artificial intelligence seem practically limitless. Which begs the question: **Can AI have useful applications in the retail industry?**

The truth is, AI in retail is nothing new, and will only grow in popularity in the coming years. According to a report by [Fact.MR](#), global demand for artificial intelligence technology in retail is expected to increase at a CAGR of 30.3% in the next 10 years.

In this guide, we've got everything retail businesses need to know about AI, including what it is, examples of what it can look like in retail stores, and how it can help you at your business.

Let's get into it.

# What is AI?

AI, or artificial intelligence, is technology that uses real-time data, algorithms, and machine learning to simulate human thinking.

Depending on the tool, artificial intelligence can be programmed to perform any number of tasks human workers usually perform, including creating content, making product recommendations, and tracking inventory.

Here are a few examples you might have heard of:

- ChatGPT
- Imagen
- Notion AI
- Cleanvoice



# What's the difference between AI and automation?

While AI uses machine learning to identify customer behavior patterns and adjust as needed, automation is a more basic tool that simply relies on a manual input of data to perform a task on repeat when triggered.

So while AI is always learning and creating, automation will keep doing the same thing, day after day, rain or shine. Which is great for when you want repeated reminders, a consistent cadence of emails to go out, or notifications alerting you to suspicious activity.

There are a number of tools in the retail industry that utilize automation. **Clientbook is one of them.** Clientbook is a CRM built specifically for retailers that facilitates a variety of both manual and automated tasks for retailers.

# Why retailers should use AI

With so many different applications, AI offers a number of benefits that have already transformed the retail landscape and will continue to reshape retail experiences in the years to come.

Let's break down just a few of the ways AI can benefit all aspects of the retail industry, including:

**Your  
business**



**Your  
customers**



**Your  
team**



## 1: Your business



While physical stores certainly aren't going away any time soon, the convenience of online shopping is always attractive for today's consumers—which means brick-and-mortar retailers need to offer real value for their shoppers to make the effort they make to visit your store worth it.

AI is a great way to prove that your physical store can compete with online retailers and is still relevant in today's retail market.

Even if your use of AI is only on behind-the-scenes things like tracking inventory or financial planning, your customers will still feel the difference. After all, everything you do—even if it's not immediately customer-facing—is ultimately done to better serve your customer.

## 2: Your customers



Next, retail AI is designed to optimize the shopping process for both retailers and their buyers, so when done right, it improves customer satisfaction as a result.

AI allows you to offer shoppers personalized services, faster checkout times, and more relevant customer experiences. These are all things that customers increasingly expect from retailers today, and your business is no exception.

And for the businesses that *are* offering these kinds of services, it can do great things for their customer engagement and overall conversion rates.

### 3: Your team



Finally, your sales associates are sure to thank you for implementing tech at your store that makes their jobs easier.

With AI, you can eliminate the most tedious and time-consuming parts of their jobs that don't really need to be done by a human.

Whether it's organizing client lists, inventory tracking, or crunching numbers, AI will give your sales team time to do what they do best—building client relationships.

# How Clientbook can help get you started

Clientbook is the ideal client management software to keep you connected to your customer base while also optimizing your time and investments.

Clientbook offers several unique features to keep client information organized, improve the functionality of your teams, and turn every client interaction into a meaningful experience—all with the retail tech in this guide.

## Automation



**Repeat business, not tasks.** With Clientbook's automation capabilities, you can save time by setting up automated reminders, messages, and review requests for easy follow-ups.

Clientbook remembers your clients' important anniversaries, birthdays, and other life events and sends automated messages to celebrate—you can even send reminders to your clients' significant others to nudge them toward the perfect gift.

## Messaging



**Repeat business, not tasks.** With Clientbook's automation capabilities, you can save time by setting up automated reminders, messages, and review requests for easy follow-ups.

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## Client management



**Provide personalized interactions.** With Clientbook, you can organize your client list with unique client profiles, including transaction histories, wish lists, and more. Get to know your clients' preferences so that you can offer them a personalized experience when they interact with your retail store in-person or online.

## Teams



**Repeat business, not tasks.** With Clientbook's automation capabilities, you can save time by setting up automated reminders, messages, and review requests for easy follow-ups.

Clientbook remembers your clients' important anniversaries, birthdays, and other life events and sends automated messages to celebrate—you can even send reminders to your clients' significant others to nudge them toward the perfect gift.

## Analytics



**Let numbers be your guide.** With Clientbook, you have all the data you need to make informed decisions from the palm of your hand. View in-store data and customer activity to advise your retail decisions. Clientbook also integrates with several retail point of sale systems and web platforms.

# Conclusion

Given all the buzz around AI, it's no surprise that it's found its way into the retail industry. However, it can be a challenge for retailers to keep up with all the changes. Luckily, there are smaller steps retailers can take to make the most of retail technology without completely altering their everyday practices.

By implementing a tool like Clientbook, you can easily start tracking customer data, making personalized product recommendations, and offering the kinds of retail experiences today's consumers expect.

## About Clientbook

Clientbook is a platform and mobile app that facilitates easy clienteling by retail sales associates. By using Clientbook, retailers gain visibility and control over the customer experience, resulting in more store visits, better sales conversion rates, and higher sales. Clientbook also drives relationship building by keeping track of the details in a client's life so that the sales associate can focus on the relationship and give the guidance clients want.

To learn more, visit [clientbook.com](https://clientbook.com) or book a demo at [demo.clientbook.com](https://demo.clientbook.com)