

Computer vision

Look forward to improved sales, security and store operations.



Computer vision is a field of Artificial Intelligence (AI) that uses machine learning and neural networks to teach computers to interpret visual inputs – and immediately make recommendations or take action when they spot any issues.

In the context of a retail store, computer vision analyses video footage from cameras placed throughout the store – gathering data on customer behaviour, product placement and inventory levels. It can be employed in several ways:

- Customer analytics deliver a better customer experience: algorithms track customers as they move through the store and analyse their behaviour, such as the products they look at, how long they spend in certain areas, and how they move through the store. This data can be used to optimise store layout, product placement, and marketing strategies.
- Inventory management optimises store operations: retailers can achieve real-time, automated tracking of every item on their shelves. Smart cameras use computer vision algorithms to continuously scan the retail environment, instantly flagging products that are out-of-stock or misplaced.

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- Security is enhanced and losses prevented: computer vision monitors store activity, detects suspicious behaviour (according to the algorithms set) and alerts staff to potential theft or vandalism.
- Checkout optimised for frictionless shopping: AI-powered checkout systems automatically detect items in a customer's basket and process payments without the need for manual scanning or queueing.

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How Verizon can help

By fully leveraging this technology, you can create a more efficient and profitable business, while also providing a better shopper experience. But you'll need to make sure you've got advanced in-store connectivity.

Computer vision requires a robust infrastructure that can handle large amounts of data in real time. High-speed internet connections and reliable wireless networks are also needed to support the use of mobile devices and other connected technologies.

That's exactly what Verizon delivers. By providing such comprehensive connectivity, as well as the solutions and expertise to back it, Verizon helps to accelerate digital transformation, delivering the operational efficiencies and supply chain flexibility that drives a smarter business.