

## RETECHCON 2023

### EMBRACING THE FUTURE OF RETAIL



**D2C DIALOGUES**  
WE CATCH UP WITH  
SOME OF THE LEADERS  
OF INDIA'S D2C  
REVOLUTION

# ARTIFICIAL INTELLIGENCE REVOLUTIONISES RETAIL

In a recent conversation with Sanjib Banerjee, the CEO of Softweb Technologies, a company at the forefront of computer vision technology, we delved into the nuances of their latest offering, TORK-for Retail. Established initially as a part of Warren Tea Ltd in 2000, Softweb has paved its way from serving the agro-plantation industries to pioneering in computer vision solutions for retailers. In this interview, Banerjee shed light on how their innovative solution is set to level the playing field for physical stores in an age dominated by e-commerce.

## COULD YOU TELL US MORE ABOUT SOFTWEB TECHNOLOGIES AND ITS JOURNEY IN THE TECHNOLOGY SECTOR?

Certainly! Softweb Technologies was established in the year 2000 as a sister concern of Warren Tea Ltd. Over the years, we have been the market leader in designing mission critical IT solutions for almost all plantation-growing nations, but mainly in Asia and Africa. In 2017, we ventured into computer vision technology and have been creating industry-specific solutions ever since.



## HOW DOES IT ENHANCE OPERATIONAL EXCELLENCE FOR BRICK-AND-MORTAR STORES?

TORK-for Retail is designed to empower store management with real time data-driven quick but intelligent decision making. It enables retailers to understand their visiting customers better by strategically placing cameras across the store. The solution offers valuable insights into customer footfall, demographics, engagement, and more. TORK-Retail can also be an important tool in providing a personalised service to one's premium or loyal customers, from the point they enter the store. We helped a large format based retailer to measure customer engagement across the

store. Appropriate on-time actions taken by store management based on TORK data led to an almost 35% increase in footfalls with an 18% increase in sales.

## THE RETAIL INDUSTRY FACED CHALLENGES DURING THE PANDEMIC. HOW DOES TORK-FOR RETAIL ADDRESS THESE CHALLENGES?

The pandemic deeply impacted the retail sector. E-commerce gained an advantage in understanding customer behaviour and engagements through web page journeys. With TORK-for Retail, brick-and-mortar stores can gain similar insights, from entry to checkout points, and arenas or displays where customers

engaged the most. All these insightful data can be interpreted through TORK's user-friendly dashboard. It harnesses AI / ML to process camera feeds and provide meaningful insights based on set KPIs defined by Store management. Moreover, the solution could be further integrated with any existing legacy system for extracting relevant data for further processing and decision making.

### **CAN YOU ELABORATE ON THE TECHNOLOGY OF TORK-RETAIL?**

TORK Retail, is bringing in the technology of Artificial Intelligence in Retail. One of the branches of Artificial Intelligence is Computer Vision, on which the TORK-Retail functions. Computer vision enables computers to understand and interpret visual information from videos. Computer Vision algorithms can extract valuable information from video feeds and can make informed decisions beneficial to users, in this case, it is the store management.

### **DO YOU INSTALL ANY SPECIAL DEVICE WITH THE CAMERA, TO GARNER THE DATA?**

Not at all! We do not propose or install any high-end device to gain this data. The best part of TORK Retail is that the application can be run with any IP-based camera with basic requirements, which are normally available in stores these days, thus making it quite cost-effective and user-friendly.

### **WHAT SPECIFIC BENEFITS DOES**



› Sanjib Banerjee, CEO, Softweb Technologies

### **TORK-FOR RETAIL OFFER TO RETAILERS?**

TORK-for Retail offers real-time analysis of customer footfall, helping retailers optimise staffing during peak hours. In many stores, normally the entry point for both store staff and customers is the same, in these cases, TORK-Retail can accurately count the customer footfall excluding the staff. Heat maps and dwell time analysis identify hotspots and optimise product placements for increased sales. Moreover, it provides customer behaviour analysis, tracking movements and interactions within the store, enabling data-driven decisions for store layout and enhancing the shopping experience. Ideally, the scope of TORK-Retail is quite robust and can be employed in multiple ways according to need.

### **DATA SECURITY IS CRUCIAL IN TODAY'S ENVIRONMENT. HOW DOES TORK-FOR RETAIL ENSURE THE PROTECTION OF CUSTOMER**

### **DATA?**

Data security is of utmost importance to us. TORK adheres to the highest industry standards in data encryption and storage. We work closely with our retail clients to ensure compliance with data protection regulations. We also anonymise and aggregate data to protect individual customer identities.

### **LOOKING AHEAD, HOW DO YOU SEE ARTIFICIAL INTELLIGENCE (AI) SHAPING THE FUTURE OF THE RETAIL INDUSTRY?**

The future of Artificial Intelligence in the retail industry is promising. As technology advances, we'll see more sophisticated algorithms and deep learning capabilities. Retailers will gain deeper insights into customer behaviour and preferences, enabling personalised marketing strategies and improved customer experiences, which will result in higher business growth. 😊

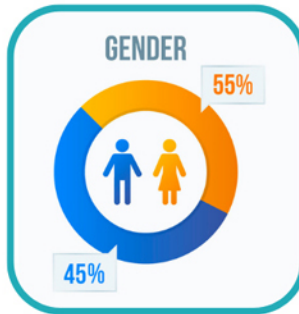


# Endless opportunities for your store with **TORK Retail**



Accurate Footfall

In-store Dwell Time  
& Engagement



Customer Demography

Personalized Service  
to Loyal Customer



and much more...



## Key Features

- Real Time Data
- User Friendly Dashboard
- Multiple Store Analysis

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