

# LUXURY & RETAIL

## Trends and solutions to watch

**AI is no longer experimental: use cases are now deeply embedded at the heart of operations and the customer experience**

### OneStock

OneStock offers an Order Management System (OMS) that centralizes real-time information, optimizes product availability, and simplifies the omnichannel promise (click & collect, ship-from-store), powered by AI, agentic capabilities, and strong expertise in Luxury and Retail.

### LiveCrew

LiveCrew collects in-store data via an app through which sales advisors answer micro-surveys and share operational insights. AI transforms this data into actionable recommendations to improve conversion and customer experience.

### Tapbuy

Tapbuy specializes in optimizing mobile payment with ultra-fast and secure flows. The solution improves checkout conversion rates, and leverages AI to support loyalty campaigns and reduce churn.

**Augmented Retail is the new standard: Phygital offers immersive and connected experiences, boosting engagement and performance**

### Gaudier

Gaudier optimizes the customer experience with interactive devices such as touch terminals that help guide consumer choices. Through real-time data collection and AI, Gaudier identifies trends and adjusts offers dynamically.

### Scala

Scala delivers a digital signage solution to enhance in-store experiences with interactive screens and tailored content. It enables personalized campaigns, collects insights and drives customer engagement – ultimately enriching the physical experience.

**Customer experience becomes fluid and omnichannel thanks to mature solutions: integrated journeys, enhanced emotions, and predictive services**

### Ekoo

Ekoo enhances the customer experience with short audio content and personalized messages embedded in the customer journey. The solution collects engagement data in real time and strengthens the emotional bond with customers.

### Booxi

Booxi offers an appointment-scheduling solution for in-store services. The platform optimizes time management, reduces no-shows, enhances customer relationships, and improves store traffic.

**Sustainability has become a standard: brands strengthen responsible practices under the influence of regulations and evolving consumer expectations**

### Speeral

Speeral helps brands distribute samples intelligently through AI and automation. It facilitates product reviews across the entire universe, improves marketing performance, and increases the profitability of sampling.

### Holis

Holis is a collaborative SaaS life cycle assessment platform that helps companies measure and reduce the socio-environmental impact of their products, while ensuring regulatory compliance through an intuitive interface and AI-powered tools.