



THE POWER OF AI IN ENERGY RETAIL

GCVG
GLOBAL CONVENIENCE
VISION GROUP

AN INITIATIVE FROM

THE RETAIL MARKETEERS



/ Disclaimer

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/ Strategic approaches



/ Evaluation of possible use cases

/ Projects in the areas of AI platform development, process improvement, product optimization

/ Use cases always require added value

/ Implementation of pilots using the fail-fast principle

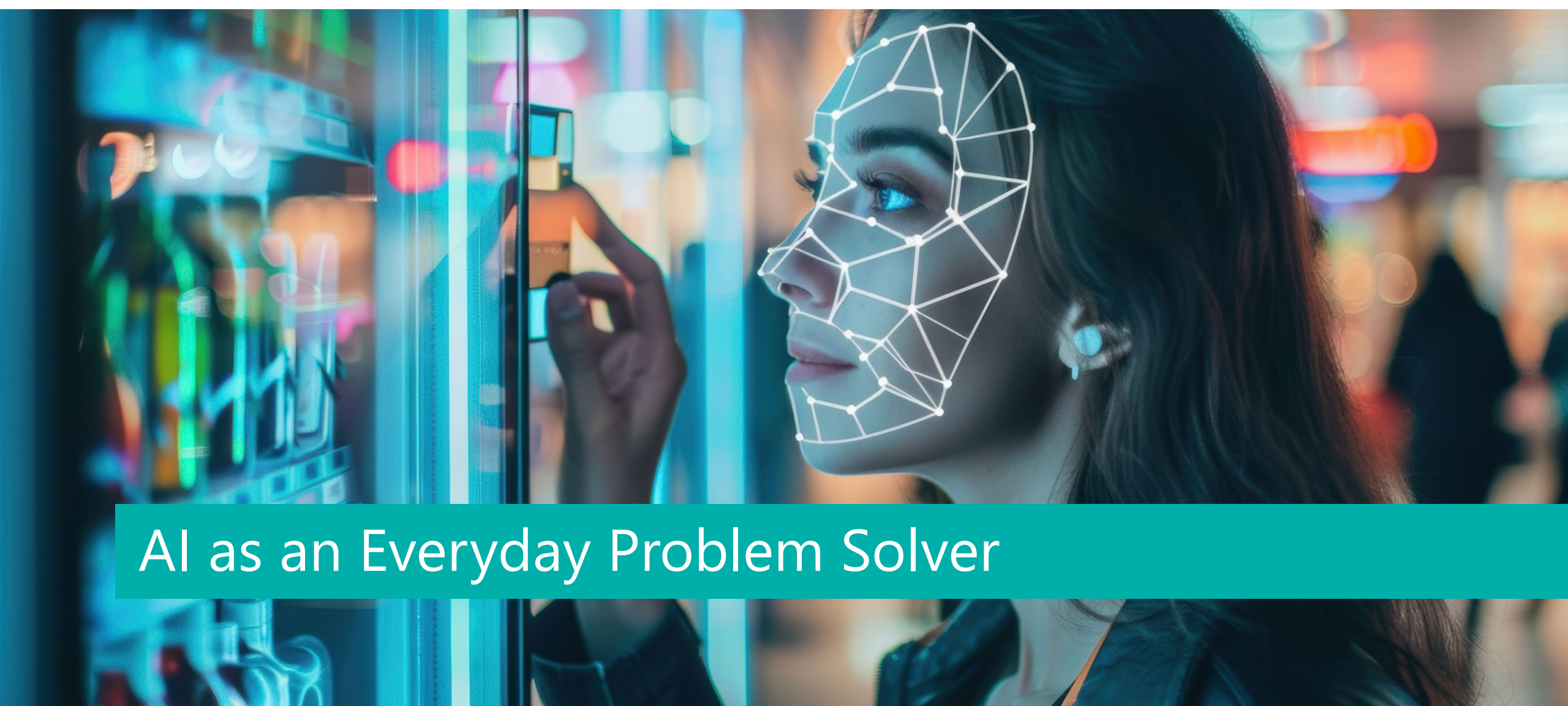
/ AI will take on a variety of tasks in the future

/ Comprehensive data analysis

/ Employee support

/ Product improvements





AI as an Everyday Problem Solver

/ Developer support via Code Generation / TuringBot

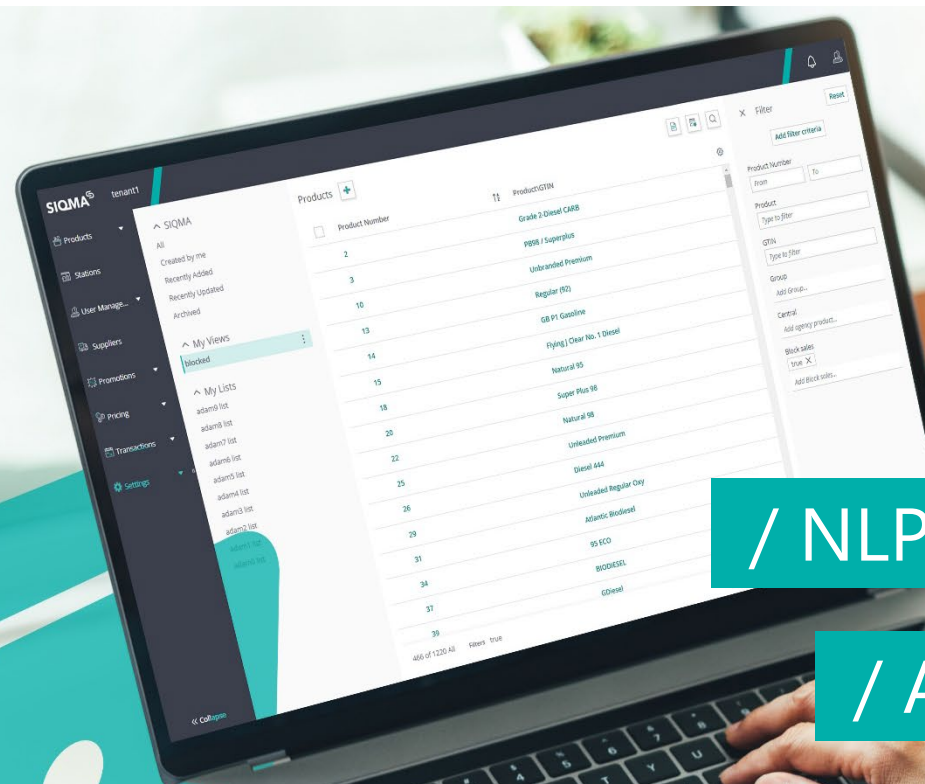


/ Better code in less time

/ Reduced error rate

/ Automated testing

/ Improved BOS BI/reporting



/ NLP-based data analysis

/ Accelerated reporting

/ Intuitive use

/ SIQMA FlowMax.AI informs customers about capacity & prices



/ Intelligent availability display

/ Dynamic price display

/ Higher throughput

/ Theft protection through self-checkout monitoring



/ Real-time monitoring by product detection

/ Reduction of shrinkage

/ Improvement of user guidance

/ Visual Asset Monitoring – Automatic station monitoring



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Usage impossible**

/ Early fault detection

/ Higher customer satisfaction

/ Higher utilization of stations

/ Beat drive-offs – detection of potential "drive-offs"



/ Intelligent activation of pre-authorization

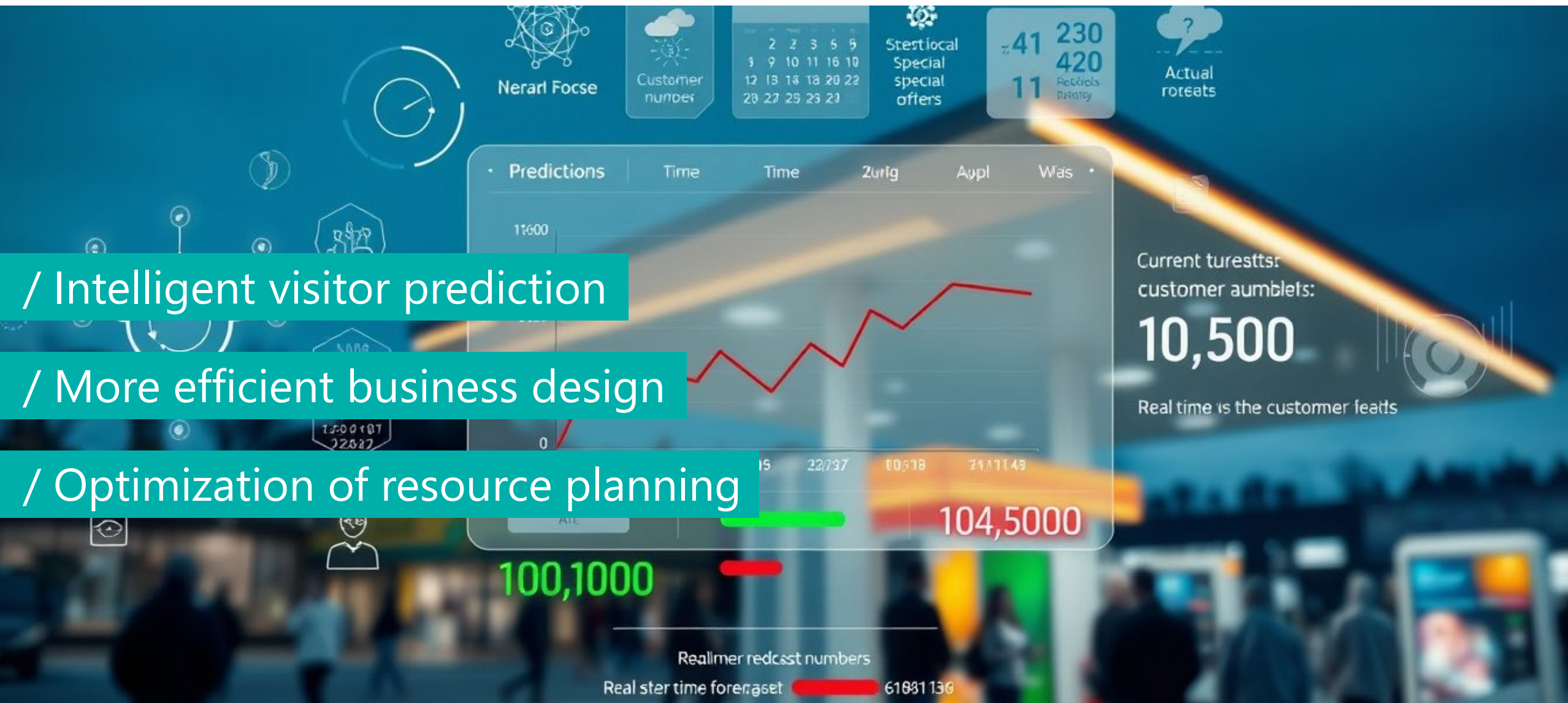
/ Intelligent camera surveillance

/ Fewer sales losses



AI as an Engine for Retail Media Networks

/ Visitor prediction to optimize business processes



/ Clever advertising for customer loyalty



/ Intelligent customer analysis

/ Individualized advertising approach

/ Higher sales through personalization

/ Clever couponing improves advertising campaigns

/ Intelligent sales analysis

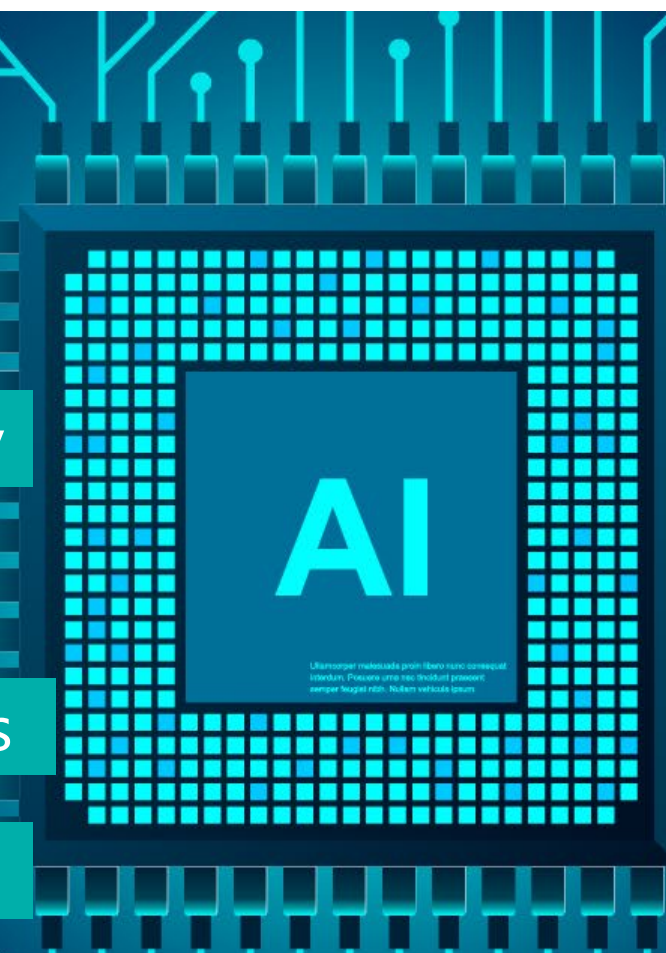
/ Individualized promotions & coupons

/ Higher sales & customer loyalty potential



/ Key learnings

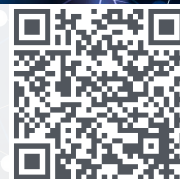
- / Successful projects require a rethink within the company
- / Identification of topics & evaluation of existing data
- / Analysis of value potential and prioritization of use cases
- / Compliance with legal and moral principles creates trust



LET'S TALK



JÖRG HEILINGBRUNNER



CHRISTIAN WARNING

