

**PARIS
RETAIL
WEEK**

**17.18.19
SEPT 2024**



THE HUMAN & SMART IN-STORE CHALLENGE

The human being must be (put back) at the centre of both the customer experience and the employee experience. The role of the sales assistant is key, and his or her access to information is essential to ensure an authentic, personalised customer experience. The customer journey also needs to be rethought, incorporating digital optimisation: augmented reality, M-commerce, social commerce, digital tools to develop the sales force, etc. The challenge is to find the right balance between people and technology.



HUMANITICS.AI

humanitic.ai

Our solution revolutionizes retail performance through AI. It provides real-time information on the true performance of stores and sales staff, offering concrete ways to improve it, without the need for analytical skills.



VEESUAL

veesual.ai

Veesual helps fashion shoppers envision themselves better in the clothes they purchase online. With its image generation technology, Fashion Brands and Luxury Maisons leverage the potential of generative AI, enhancing their customer journey with engaging Augmented Shopping Experiences.



SPLIO

splio.com

Splio publishes a SaaS marketing platform that integrates CDP and Marketing Automation as well as all essential CRM functionalities (loyalty, Mobile Wallet) into a single AI-powered platform, to facilitate customer marketing management and maximize lifetime value.



PAYTWEAK

paytweak.com

Since 2015, Paytweak has been the leading fintech and PayByLink expert in Europe. Its solution, acclaimed by leading brands in the luxury, travel, retail and industrial sectors, offers innovative payment services, including a fraud anticipation service based on AI that is unique on the market.



CENTRIC SOFTWARE

centricsoftware.com

Centric AI Image Search is driven by artificial intelligence. Visually search material, trim, color and style libraries. With Centric AI Image Search, designers can take a picture of a new fabric or trim inspiration and instantly search PLM image archives to find the closest match.

**MEET AT THE INNOVATION TOURS BOOTH (OPPOSITE THE ENTRANCE)
FOR THE START OF THE TOURS.**



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