

#### Company

Capgemini

#### Retail experience

Thumbs-up demo

#### Solution focus area

Omnichannel store

#### Providers

Capgemini  
Intel

#### Technologies and services

- Intel® Core™ i5 4th gen processor
- Perceptual computing
- Capgemini proprietary software based on .NET technology
- PC/NUC with Intel Core i5 processor, SSD 128 GB, 8 GB RAM with USB 3.0 port
- Intel RealSense™ camera

#### More information

capgemini.com/  
smartdigitalstore  
intel.com/realsense

# Capture live feedback with the simplest of gestures

Capgemini uses Intel® technology to engage shoppers at the point of sale

## Solution overview

Capgemini brings the popularity of online feedback to physical stores. Using camera sensors and perceptual computing technologies from Intel, passersby can respond to products, offers, or a shopping experience with a simple thumb up or down. So whether customers share their approval or disapproval, retailers can continually engage with and learn from them.

The solution can be applied to all types of settings—even shop windows. Or a subsequent picture on social media. Continuous and real-time analytics on the data collected can be used to improve the customer experience, store operations, or offer or product features.

## Benefits

- Provides a quick, easy, and fun way to share feedback
- Collects valuable insights from customers
- Allows customers to become brand advocates
- Extends easily to social media

## Market readiness

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