

RETAIL AI · FRONTLINE EXECUTION

Closing the retail execution gap with *AI that acts.*

Retailers have more store data than ever, yet margin still leaks between what HQ decides and what happens on the floor. This paper explains where that gap comes from, why dashboards have not closed it, and how YOOBIC's AI agents turn retail signals into frontline action, in every store, every day.

01 The execution gap — Where store performance leaks — 02

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THE EXECUTION GAP

Retail does not have a data problem. It has an *action* problem.

Sales, traffic, stock, labor and review data already exist in every retailer. What is missing is the link between that data and the person who can act on it, at the moment it matters. Plans are made at HQ; results are decided on the shop floor. Everything in between is where performance leaks.

5%

of margin can be lost to poor store execution: missed displays, stock not on shelf, standards applied unevenly.

55%

of frontline teams cannot find the information they need when they need it.

70%

of visual merchandising photo submissions can go unreviewed, so issues surface after customers see them.

Four places the chain breaks

01 **Insight arrives as reports, not decisions**

Store managers start the day in dashboards, interpreting numbers they were never trained to analyze. By the time a gap is spotted, the trading day is half gone, and every store reaches a different conclusion.

02 **Standards are checked too late**

Campaigns depend on displays set up right the first time. Manual photo review is slow and partial, so feedback reaches the store days later, after the campaign has already traded.

03 **Knowledge is locked away**

Policies, promotions and procedures live in binders, drives and inboxes. Store leaders become the help desk, spending 30+ minutes a day answering the same questions instead of coaching their teams.

04 **Visits produce paperwork, not follow-through**

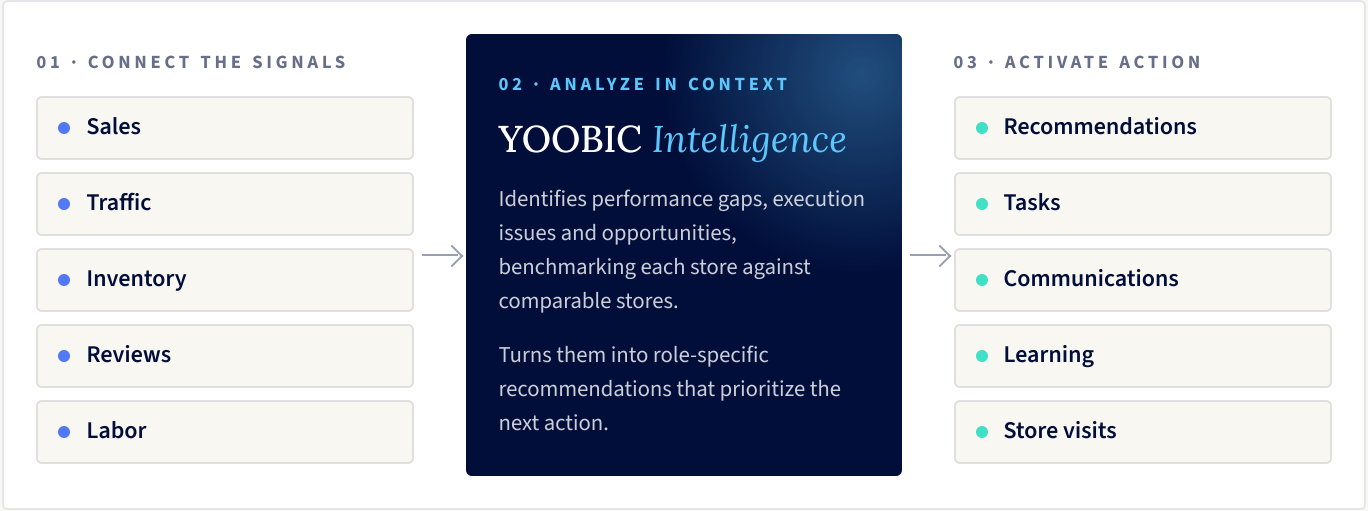
A district manager walks the store with a phone and a long form, writes the report that evening, or never. Actions drift between the visit and the team, and quality depends on who made the visit.

> *The lag between seeing a problem and getting it fixed is where execution breaks. Closing it is now an AI problem, not a reporting problem.*

YOOBIC INTELLIGENCE

From connected data to *coordinated* execution.

YOOBIC connects your retail data with the work that happens in stores. YOOBIC Intelligence identifies what matters, decides what to do next for each role, and puts it into action through the tasks, communications and learning your teams already use.



Why it works where dashboards have not

01

AI inside the flow of work

Every agent lives in the same YOOBIC app stores already use for tasks, comms and learning. No new tool to adopt, no data to re-key.

02

Trained on retail, grounded in yours

Built on 12 years of store execution and more than 80 million store photos, and answering only from your data, standards and approved knowledge.

03

A closed loop, not a report

Recommendations become assigned, photo-verified tasks. You see what was done, where, and what it changed in the numbers.

One platform. Different priorities by role.

HQ & operations

Coordinate standards and follow-through across the estate.

Store managers

Prioritize daily actions and coach teams against live KPIs.

District leaders

Focus visits and coaching on the stores that need it.

VM & frontline

Correct displays and get answers on the floor.

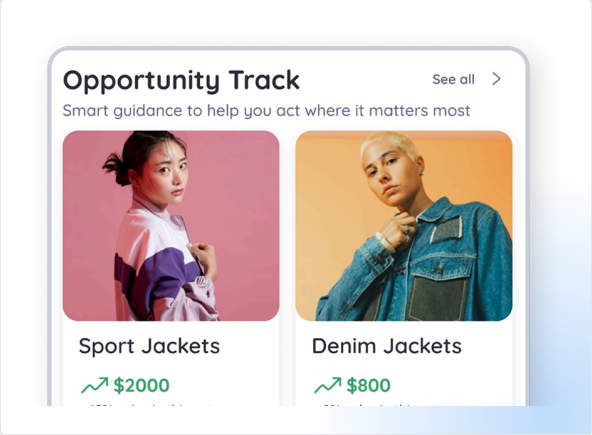
BUILT ON

- 350+ retail & hospitality brands
- 200+ pre-built POS, ERP, workforce & BI connectors
- Zero data migration

STORE MANAGER COPILOT

Stop missing *sales* in store.

Store Manager Copilot reads your sales, stock and traffic data every night, benchmarks each store against comparable stores, and hands every manager their top priorities for the day, with an action plan ready to assign.



+3%
revenue, store for store, with no new traffic needed

25%
less time spent on data analysis by store leaders

3.4
revenue opportunities detected per store, every week

100%
of recommendations tied to a real dollar outcome

HOW IT WORKS

01 **Connect the data you already have**
Sales, stock and traffic flow in from your existing systems. YOOBIC handles the connection.

02 **Copilot does the analysis overnight**
It spots the gaps against similar stores and works out what each manager needs to act on.

03 **Managers open YOOBIC and act**
Three priorities for the day, an AI-built action plan, one tap to assign. No reports, no guesswork.

WHAT MANAGERS AND HQ GET

- **Smart briefings:** where to focus first and what changed overnight.
- **Sales opportunities:** ranked by impact, each with clear next steps.
- **Action plans:** built automatically from opportunities and KPI gaps.
- **Team performance:** who is on track and where coaching pays off most.
- **Store intelligence for HQ:** demand forecasts, local events and weather, plus execution tracked across every store.

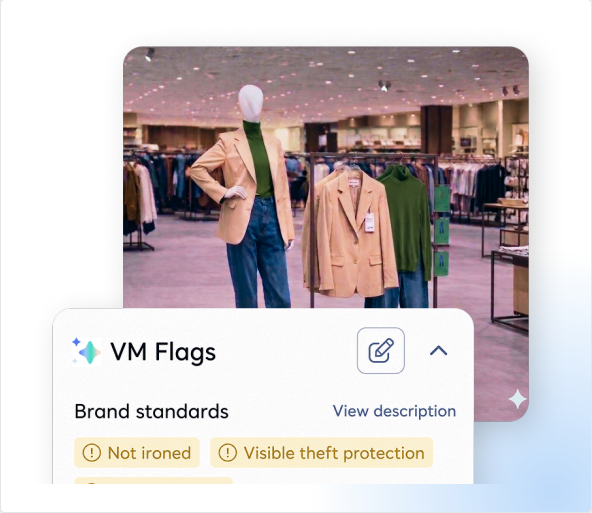
A DASHBOARD
Shows what happened. Leaves each manager to interpret, prioritize and decide, slowly and differently in every store.

STORE MANAGER COPILOT
Tells each manager what to do about it, today, tracking conversion, ATV, UPT, traffic, stock and category shifts as ranked opportunities.

VM COPILOT

Turn every display into a *conversion* lever.

Store teams snap a photo. VM Copilot checks it against your campaign looks and brand standards in seconds and tells the team exactly what to fix, while the campaign is still being set up. Your VM team cannot be in every store. VM Copilot can.



+0.5pt	100%	Days → mins	+20%
conversion uplift from consistent execution	of store photos reviewed, from flagship to franchise	store-to-HQ correction loop	VM compliance across the entire estate

HOW IT WORKS

01 **Define standards and campaign looks**
Brand standards are set once; each campaign adds its looks and reference imagery in YOOBIC.

02 **Stores submit a live pre-check**
Teams photograph the display inside the task workflow they already use.

03 **AI reviews, coaches and reports**
Issues are flagged with corrective guidance on the spot; VM and regional leaders see execution across every store.

WHAT IT CATCHES

- Brand standards and campaign compliance
- Mannequin styling and product placement
- Lighting and display consistency
- Missing hero products and merchandising requirements

WHO IT SERVES

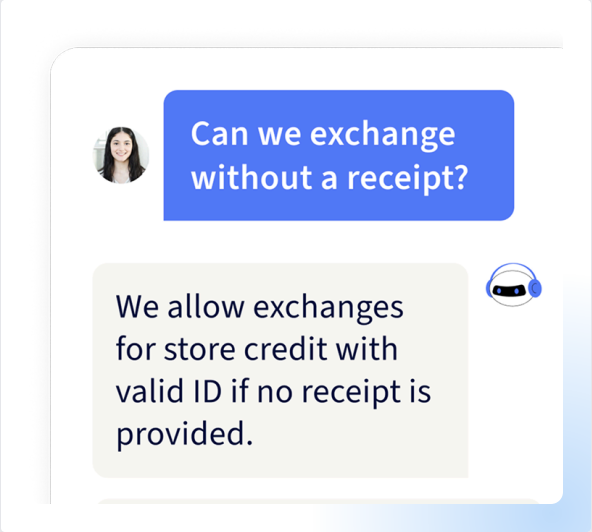
- **Store teams:** instant, in-the-moment coaching.
- **VM leaders:** estate-wide tracking, best executions to scale.
- **Regional & HQ:** exactly which stores need support.

NOT GENERIC IMAGE RECOGNITION VM Copilot is trained on 12 years of YOOBIC VM expertise, 200+ VM clients and more than 80 million store photos, then on your own standards. It does not just flag that something is wrong; it says what is wrong and how to fix it.

AI ASSISTANT

Put approved *knowledge* in the flow of work.

An associate is helping a customer when a policy question comes up. Instead of hunting through binders or finding a manager, they ask the AI Assistant by text or voice. The answer arrives in seconds, with the source. The customer is served; the sale completes.



15 min	60%	90%	6,400+
saved per team member, per shift	fewer support requests escalated from stores to HQ	of routine store requests removed	frontline questions resolved in three months for one customer

BUILT FOR TRUST AT ENTERPRISE SCALE

- **Your verified knowledge only:** policies, procedures, playbooks, training and campaign material. No internet sources.
- **Every answer cites its source,** so teams can check and learn more.
- **Role-based permissions:** each employee sees only what is relevant to their role and store.
- **Says when it does not know,** instead of guessing, and flags the gap to HQ.
- **Always current:** update a policy in YOOBIC and the answer changes immediately.

EVERY QUESTION BECOMES DATA

At PureGym, 65% of all questions fell into just three categories: planograms, HR policies and tool access. HQ knew exactly which documentation and training to fix first.

THE RESULT

Managers stop being the help desk. New hires become productive faster. Every store follows the same procedure, the same way, from the first shift.

NOT A GENERIC CHATBOT Unlike consumer AI tools, the AI Assistant answers only from content you have approved, branded as your own, inside the YOOBIC app your teams already open every shift.

WALK & TALK · DISTRICT MANAGER COPILOT

Make every store visit *count.*

District and area managers are the bridge between HQ strategy and store reality. Today, too much of their time goes into forms and write-ups. YOOBIC gives them two agents: one to prepare and focus their week, one to turn each visit into finished actions before they leave the parking lot.

Walk & Talk

PRIVATE RELEASE

Walk it. Talk it. *Done.*

The manager walks the floor, speaks observations and takes photos on one screen. Walk & Talk prepares the checklist answers, the report and the follow-up actions, for the manager's approval.

01 **Capture what you see**
Voice and photos, linked together. Attention stays on the store and the people.

02 **See what still needs a look**
Checklist coverage updates live: covered, uncertain or missing, before you leave.

03 **Review, then put it to work**
Proposed answers, summary and tasks with owners and due dates. You approve what gets filed; YOOBIC tracks it to done.

45 → 10

minutes of visit write-up, per visit. And action plans built on best practice, not one manager's memory.

BUILT FOR THE VISITS YOU ALREADY MAKE

- **Morning walk** for store managers
- **Quick visit** for district and area managers
- **Formal audit** for HQ, compliance and quality, scored with evidence

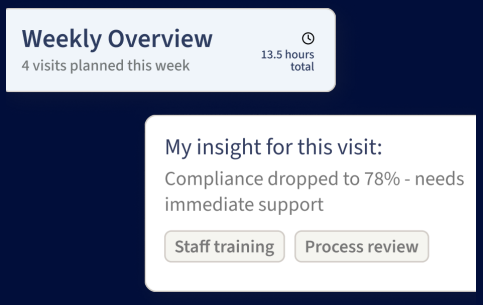
Your existing checklists, no rebuild required. Available for retail, grocery, fashion, cosmetics, QSR, fitness, hotels and DC.

DISTRICT MANAGER COPILOT COMING SOON

Focus field leadership where it matters.

Compare stores, spot risks early, plan visits around store needs and direct coaching to the locations that need support, then follow through on improvement.

~2.5 hrs saved per week, per district or area manager



THE 4-WEEK AI PROOF OF VALUE

See it working on *your* stores, in four weeks.

You do not need a multi-year AI program to find out what AI can do for your frontline. Pick your biggest execution problem; we connect your data, configure the right agent, or build a custom one, and prove the impact on your own numbers. Priced upfront.

01

Connect your data

Pre-built connectors to your POS, ERP, workforce and BI systems. Zero migration, no new infrastructure.

02

Prove one use case

Revenue opportunities, VM compliance, frontline knowledge or store visits, run with your teams in real stores.

03

Decide on evidence

A measured result and a business case built on your data, so scaling is a decision, not a leap of faith.

FIVE QUESTIONS FOR YOUR NEXT PLANNING CYCLE

- [ ] Do your store managers know their top three revenue actions before the store opens?
- [ ] How many campaign displays are checked, and how fast does feedback reach the store?
- [ ] How much of your managers' day goes to answering the same questions?
- [ ] Do visit actions get closed, or just written down?
- [ ] Can you show the dollar impact of what your stores executed last month?

WHAT A FIRST CONVERSATION COVERS

- **Where your execution gap costs most,** mapped against your formats and regions.
- **The agents, live,** on real retail scenarios relevant to your stores.
- **A scoped Proof of Value:** the use case, the data, the success metric and the timeline.

If you said "not sure" to two or more of the questions, that conversation is worth an hour of your time.

Book a demo and see AI on *your* stores.

Trusted by 350+ retail and hospitality brands to drive store performance at scale.

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EXPLORE THE AGENTS yoobic.com/ai

WALK & TALK walkandtalk-hub.yoobic.com

Results shown are reported by YOOBIC customers and early adopters; outcomes vary by format, estate and baseline. Industry figures are drawn from YOOBIC research. District Manager Copilot is in development. Walk & Talk is available through a limited private release in 2026.