

Welcome Changemakers.

osmotic AI powered phygital retail



Andrea Galanti



Emanuela Gris



Enrico Biasibetti

**OVER THE LAST 5 YEARS
THE GROWTH OF ONLINE SHOPPING
HAS **NOT** LED TO THE EXPECTED
DECLINE OF PHYSICAL STORES**



**CURRENTLY, 85% OF SALES OCCUR IN
PHYSICAL STORES*, BUT
MOST DATA AND
FEEDBACK RELATED TO THE IN-STORE
USER EXPERIENCE IS
NEITHER COLLECTED NOR STORED**



**AT ARSENALIA,
AS DESIGNERS AND CHANGEMAKERS,
WE EMPHASIZE THE IMPORTANCE OF
RETHINKING THE FUTURE OF RETAIL
IN RESPONSE TO A RAPIDLY
CHANGING WORLD**

A photograph of Mark Zuckerberg sitting in a grey armchair, looking off-camera to the right. He is wearing a dark blue t-shirt and a gold chain with a small pendant. The background features a modern interior with a white bookshelf holding various items like plants, a small arch, and sunglasses. The lighting is warm and ambient.

**“BOOMERS ARE SHRINKING”
ACCORDING TO THE
STRATEGIC PLAN FOR META
TOWARD 2030.**

A modern retail interior featuring a glowing neon sign that reads "FITTING LOUNGE" in a vibrant pink color. Below the sign is a large digital display showing a Bershka advertisement with the text "PRENOTA LA TUA VISITA" and "Tocca lo schermo per iniziare". The background shows a long, well-lit hallway with a curved, grid-like ceiling and red walls. On the right, there are white display shelves with various items, including a pair of black boots.

FITTING
LOUNGE

BERSHKA

IT

PRENOTA LA TUA
VISITA

Tocca lo schermo
per iniziare

**THE EVOLUTION OF RETAIL DESIGN
INTO RETAILTAINMENT
HAS BECOME ESSENTIAL
TO ENHANCE CUSTOMER EXPERIENCE**

**A WORLD OF DATA WHERE AI
IS CHANGING THE
INTERACTION BETWEEN
DIGITAL AND PHYSICAL**

A computer monitor and keyboard are centered in the foreground. The monitor screen displays a grid of binary code (0s and 1s) in a light green color. The background is a dark, blurred field of binary code in various shades of green and blue, creating a sense of depth and digital environment.

00111010001111111111001001100110001111111000100010
011000111001011000001110011001111110011110111110
100110011101001000110110001011111110011011110000
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**PROBABLY WHAT WE SHOULD TAKE
BACK FROM THE PAST IS THE CONCEPT
OF CARE, TRUST AND USER WELLBEING**

YANKEE TIME VS SOUTHERN TIME

RESHAPE IN-STORE EXPERIENCE ON PEOPLE **PREFERENCES**

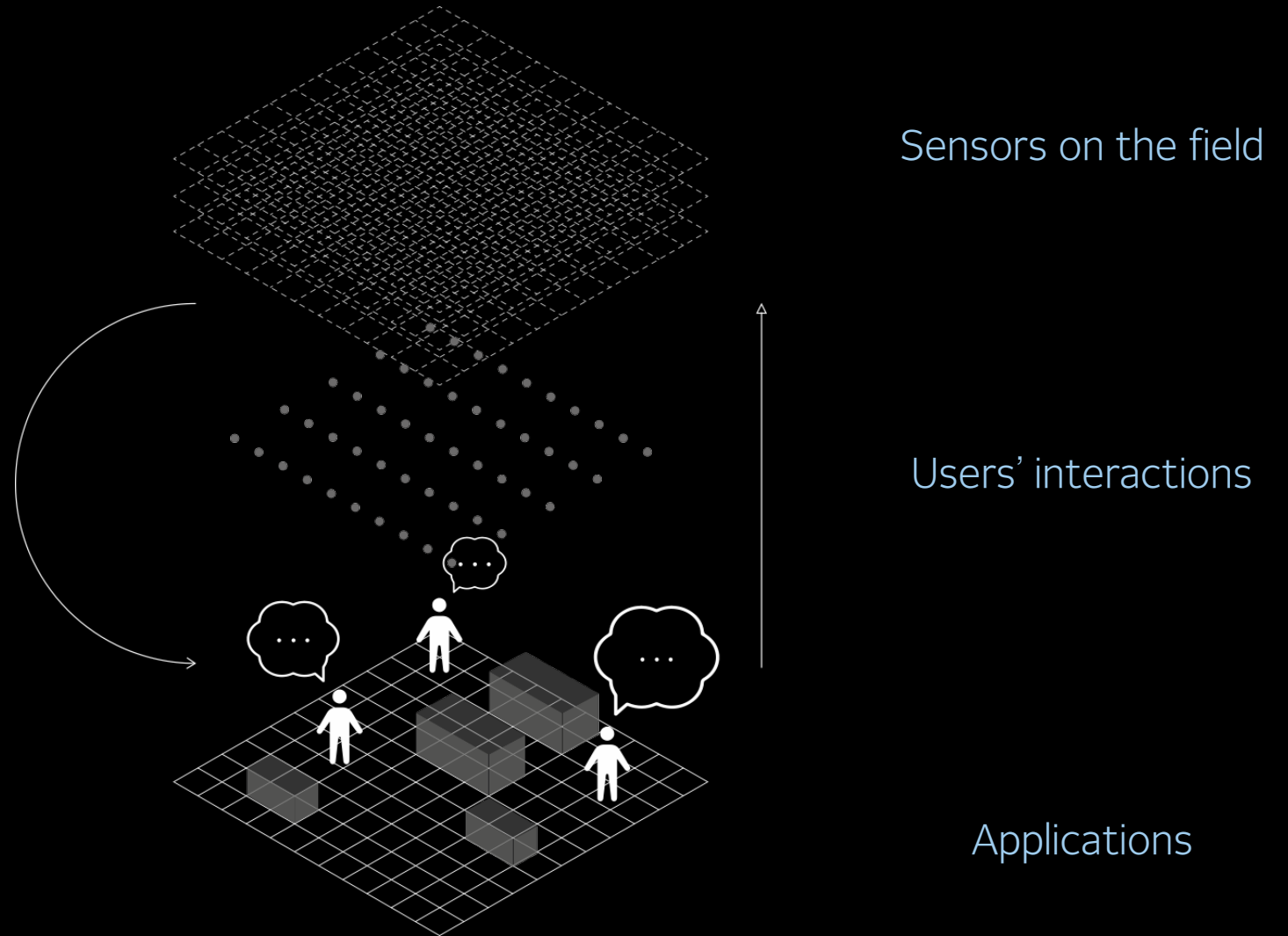
THE 4 PILLARS:

ENVIRONMENT, BEHAVIOR, EXPERIENCE, JOURNEY

ENVIRONMENT

To elevate the retail experience, we need to **design better** environments **based on datasets**, where physical spaces become **responsive**, capable of **interacting** and **communicating** with customers **in real time**.

By creating **spaces that adapt** to individual needs and preferences, we can transform the role of shops from passive storage to **dynamic, immersive** environments that enhance the customer journey.



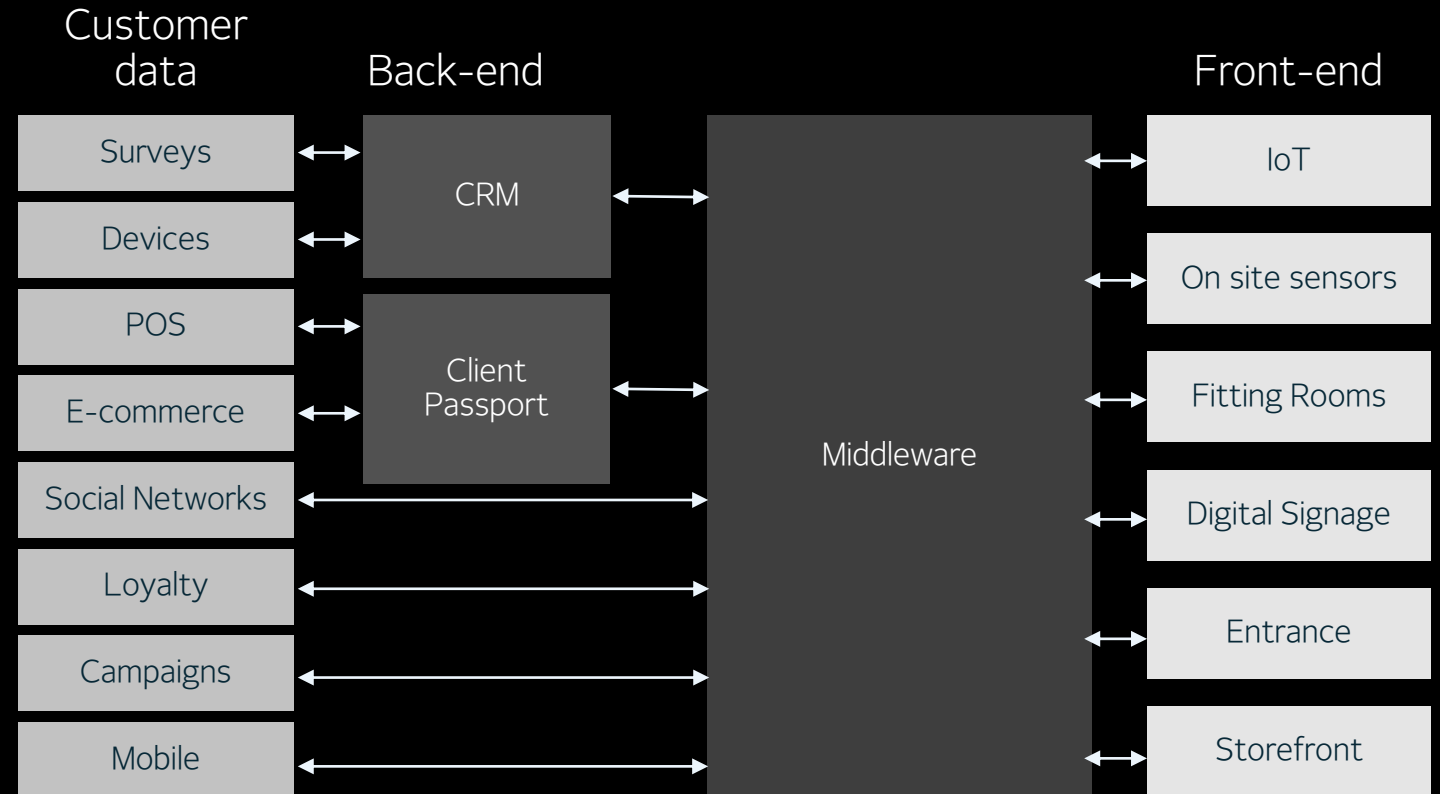
BEHAVIOR

Start from user's **behavior** to design the journey of tomorrow.

Build a **technological infrastructure** that collects data from customer interactions within the physical world – just as it is done online – and transforms this data into **actionable insights**.

These insights can **drive continuous improvement** in the customer experience, services, and products, creating a feedback loop that evolves with the user's needs and preferences.

Insights become also lessons learned to **adapt** operations, trigger new **efficiency** levers, **serve better**.



EXPERIENCE

Once they're in-store,
AI may guide customers through their journey,
offering **tailored** product recommendations,
intriguing into cross-selling complementary items,
or **suggesting** fitting rooms,
where AI-driven **smart mirrors** can further enhance
experience with personalized outfit combinations.

In-store
Customer Recognition

Customized
Services and Information

Product Recommendations,
Cross-selling based on user's habits

Data Insights to be brought into the
Customer Data Platform

JOURNEY

Mapping out a [seamless, cohesive journey](#) between online and offline experiences.

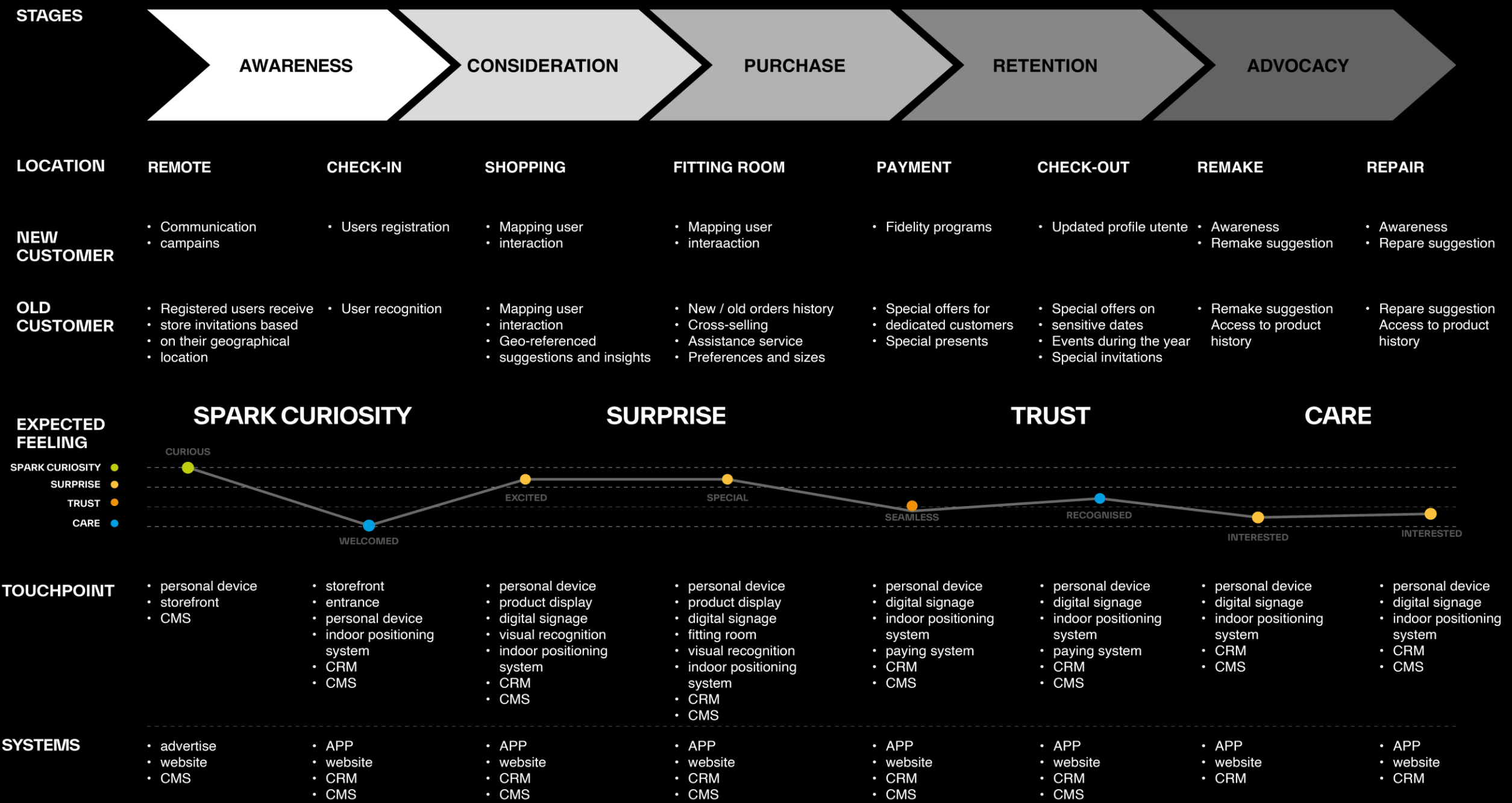
Just as websites [guide](#) users through a logical flow (discovery, engagement, purchase), [physical stores](#) should lead customers through well-curated touchpoints that cater to [their needs and preferences](#).

Unify data

Analyze & predict

Orchestrate

Activate & measure



KPI

Levers like [digitization](#) of the e2e experience and the presence of [sensors](#) in stores and commercial spaces bring [multiple advantages](#) in terms of sales opportunities, engagement, and understanding the customer types.

Which are the relevant goals and metrics?

1	Acquire	<ul style="list-style-type: none">• Number of new users• Conversion rate per user
2	Enrich data	<ul style="list-style-type: none">• Increase and enrich customer insights• User-product and user-service/space interaction• Speed and frequency of updates
3	Convert	<ul style="list-style-type: none">• Conversion rate: entry / fitting room stay / purchase• Average order value (AOV)• Purchase frequency
4	Retain	<ul style="list-style-type: none">• Retention rate• Customer lifetime value (CLV)• Frequency and duration of visits
5	Cross/up sell	<ul style="list-style-type: none">• Cross/Up-selling rate• Increase in purchases across different product categories• Ability to generate personalized suggestions based on the customer and their history

“Technology is the answer,
but what is the **question?**”

— Cedric Price



+ 100 M
REVENUES

+ 1000
PEOPLE

+ 25%
ORGANIC GROWTH YOY

Forecast

The nourishment that gives life to the digital transformation.



ENTERPRISE & DIGITAL SOLUTIONS

Optimize productivity in the finance area, strengthen supply chain management and deliver smarter customer experience. Improve digitally-powered processes thanks to automation, machine learning and AI to unlock value and drive growth in the future.



DIGITAL ADOPTION AND PEOPLE ENGAGEMENT

Learn how to use new technologies that empower Change Management and get people to share your vision and express their full potential.



COMMUNICATION & DESIGN

Harness the power of strategy and creativity, data and content enhanced by new digital marketing tools and cross-channel campaigns. Empower people to gain competitive advantages through processes and solutions, guide them to embrace your purpose and express their full potential.

Thank you

for your attention

www.arsenalia.group / info@arsenalia.group

ARSENALIA GmbH
Mariahilfer Straße 123/3
1060 Wien - AUSTRIA

Arsenalia /ar·se·nà·li·a/

dār aṣ-ṣinā'a

arab.: "casa del mestiere"

L'arsenale, che rappresentò la cifra della grandezza delle potenze marittime nel XV secolo, incarna uno tra i più alti esempi di organizzazione del lavoro e di produzione ingegneristica. Un luogo dove saperi e professionalità diverse convergono per "costruire" il futuro.

ăliă

lat. f. sing. "altra"

Il suffisso latino fa riferimento all'alterità, come elemento cruciale nella costruzione dell'identità di una struttura organizzativa e della mission di un'azienda: un gruppo eterogeneo di professionisti che mette tecnologia, creatività e innovazione a servizio e beneficio della collettività.

house of craft

The arsenal, which represented the pinnacle of maritime powers' greatness in the fifteenth century, embodies one of the highest examples of labor organization and engineering production. A place where different knowledge and expertise converge to 'build' the future.

The Latin suffix refers to alterity, as a crucial element in building the identity of an organizational structure and the mission of a company: a heterogeneous group of professionals who put technology, creativity, and innovation at the service and benefit of the community.