

## Consumer Buzz

6/30/2017

### AI Coming Soon

*Ann-Marie Vazzano*

Nearly half (45%) of retailers are planning to use artificial intelligence to enhance customer experiences sometime in the next three years, according to a report from retail consulting firm BRP. The survey also found 59% of retailers plan to use Wi-Fi to identify the customers in their stores, while 63% plan to use mobile apps. Nearly nine in 10 retailers are using social media feedback to measure customer satisfaction, an increase from just 59% last year. **GP**