



crews

Where you belong

TRAINING

AI & Retail

LEARNING OBJECTIVES

- Understand the opportunities offered by artificial intelligence in the retail sector
- Identify real-world use cases for AI across the customer journey
- Integrate generative, predictive or conversational AI tools into commercial strategies
- Manage AI projects aligned with customer experience and sales objectives

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Retail managers, marketing directors, data managers, innovation managers, e-commerce managers, or any professional wishing to leverage AI in retail

PREREQUISITES

Basic knowledge of marketing or retail

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Introduction to AI in retail
 - Overview of AI technologies: NLP, computer vision, machine learning, generative AI
 - Integration challenges along the customer journey
 - Key players and trends
- Personalising the customer experience
 - Smart product recommendations
 - Enhanced search engines and virtual assistants
 - Conversational experiences and voice interfaces
- Optimising sales and stock management
 - AI-based demand forecasting
 - Automated stock and supply chain management
 - Dynamic pricing and behavioural segmentation
- AI in physical stores
 - Smart cameras, traffic analysis, counting and tracking
 - AI-assisted merchandising
 - Autonomous stores and human-machine interaction
- Automated content and communication
 - Emailing, push notifications, social media posts with generative AI
 - Automated creation of visuals, product descriptions and campaigns
 - Semantic analysis of customer feedback
- Ethics, data and project management
 - Regulatory frameworks and GDPR
 - Data quality and algorithmic bias
 - Choosing providers, budgeting, KPI tracking
- Practical workshop
 - Mapping AI opportunities in a retail brand
 - Defining priorities and an AI MVP
 - Pitching the AI strategy to the group

Crews Education



crews

Where you belong

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to identify, design and lead AI projects in retail settings, aligning business performance, innovation and enhanced customer experience.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

- By phone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com