ZEBRA CAPTURE YOUR EDGE

AI Decisions™
Simplify and Streamline Decision Making

To make informed operational changes, you must optimise location selection, foot traffic, sales, customer engagement and more. But planning, testing and evaluating new initiatives can be a time-consuming and confusing process. How do you choose experimental and control groups? How long should an experiment or pilot programme run? How can you ensure the results are statistically significant?

Reflexis AI Decisions offers you a powerful, intelligent engine to simplify and streamline this decision-making process. Create, execute and analyse best-practice test programmes to drive intelligent operations across your organisation.

Streamline the Pilot Process at Every Step

You don't need to be an expert data scientist to design and interpret your test programmes. Let AI Decisions quickly analyse all your data and offer clear, easy to understand results and recommendations, saving you time and effort.

Reflexis AI Decisions makes sense of multiple, competing data sets in real-time, so you can understand what really makes a difference to on-site execution. Ensure that every pilot is expertly coordinated and executed for the most accurate results.

Understand Complex Data. Make Smarter Decisions.

Improve your level of confidence during pilot analysis with AI Decisions. Apply AI and machine learning so you can:

Build Best-Practice Pilots:
Analyse past performance, traffic and other data to recommend locations where your pilot is most likely to be impactful. Set up a pilot in just minutes with intuitive workflows guiding the process.

Understand Real Results:
Track and analyse each aspect of the test process to gain a full view of the impact on all key metrics, rather than trying to piece the data together after the fact.

Track Performance in Real-Time:
Track test performance against an AI-predicted baseline for the most comprehensive results.

Recommend Next Steps:
Automatically generate best-practice recommendations on how and where to scale test initiatives once your pilot is complete.

Measure What Matters

Create and run test initiatives faster with strong AI-powered analytics to see the impact on every aspect of your location's performance.

Product
Test launching or discontinuing a specific product offering

Operations
Understand how altering displays or adding signage impacts customer selections

Marketing
Pilot new customer programmes to measure interest

Pricing
Calculate the cost-effectiveness of price change strategies and promotional offers

Training
Discover the most effective training programmes and techniques

Omnichannel Operations
Measure the impact of omnichannel ordering and delivery options

Staffing
Determine how staffing changes affect employee productivity

Actionable Insights
That Create a Lasting Impact

Pilot programmes can have dramatic implications on the future of your business. With Reflexis AI Decisions, you get a complete view from creation to execution to analysis that yields actionable insights into:
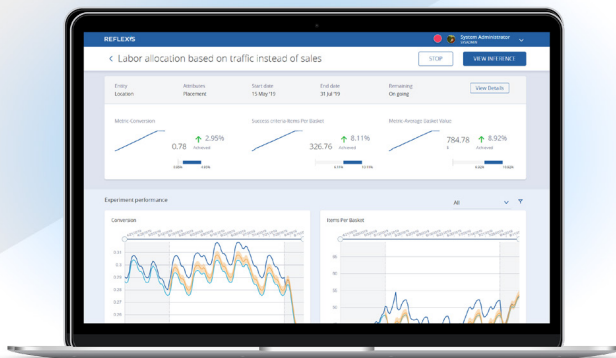
Sales and revenue	Customer experience and engagement	Employee satisfaction and schedules	Task workloads

Drive continuous improvements for your organisation. Whatever your goals, Reflexis AI Decisions enables you to succeed with strategic changes at all your locations.

To learn more about how Zebra can help your business simplify operations, improve communications and optimise labour decisions, contact us today.