

# \$90 Billion

## underserved Retail Market

Know how you can leverage it



**61**  
million

people in the US live  
with a disability.

**\$1500**

Average sales of a  
customer standing,  
yearly.

**\$90**  
Billion

Contribution of  
disabled people to  
Retail Sales, annually.

## \$90 Billion potential Retail Market :

It is 2021, and retail shopping experiences still aren't a breeze for people with disabilities when they should be. we have to create marketplaces that adapt to all users' needs and provide a good shopping experience to people with disabilities.

Retail companies see a huge opportunity for growth through cross-selling but also see salespeople missing potential sales.

## Hidden Opportunities:

### Shopper with Hearing Disability

48 million people have a hearing disability so can't use traditional call centers, television ads, or radio ads.

Smart sales assistance Can help them to buy what they want and resulting in increased shopping rates.

It can generate **\$52.5 Billion** revenue annually!



## Shoppers with Muscular Disorders

23.4 million people suffer muscle problems so can't use kiosks to shop.

Curbside Pick-ups can put their shopping experience to ease.

Which have \$25 Billion worth of additional sales.



## Increasing Awareness in Customers for Diversity & Inclusion:



### Old Age Shoppers

16.2 million people are above the age of 60 and can't use traditional shopping, many of them don't know how to handle smartphones.

Enabling voice assistance to help them to buy what they want will increase sales. You can tap the market worth \$18 Billion Dollars.

## Shoppers with Color Blindness

3.35 million people suffer color blindness so can not use complex eCommerce websites to shop online.

Using Virtual Assistant you can ask for exactly what you want and Virtual Assistant can fetch just the right thing for you!

You can easily increase your sales with \$4.45 Billion annually!



## **It requires a different approach serving these customers:**

Customers are demanding inclusion for everyone irrespective of their limitations like color, size, physical abilities. These customers are expecting an equally great experience like other people.

Retailers, who will respond to this demand positively will get huge benefits in acquiring and retaining these customers.

## **Leveraging technology to bring Great Customer Experience at scale for All Types of Customers:**

Going beyond traditional methods like retail kiosks or online chatbots, adapt to Conversational AI.



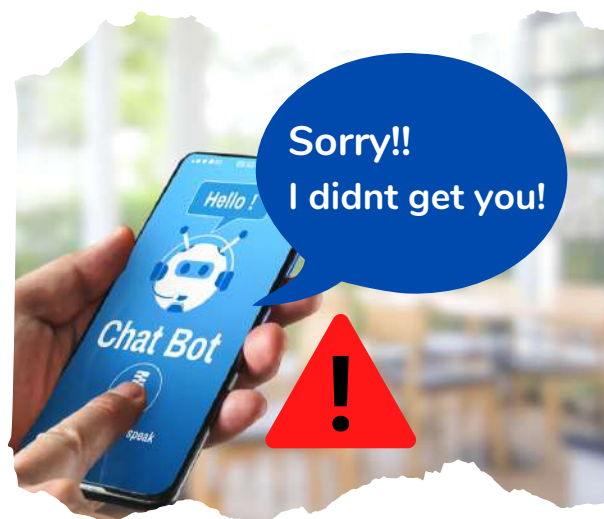
You need to be more empathetic and compassionate while dealing with these customers.

Also, the technology, operations, and shopping infrastructure should be accustomed to the needs of these groups of customers.



# Why Chatbots are a bad fit for Retail?

- Respond to very specific product requests
- May not be able to follow different accents
- Bad fit for complex questions



## If not Chatbots then What?

The only way to truly address this untapped market is by creating a platform that provides more retail options for everyone.

CoreView's Conversational-AI based shopping assistant can help retailers cater to this large share of their customer base with ease.

- Clearly understands the needs & emotions of the shoppers
- Converses in Human Language
- Seamless Brick-&-Click shopping experience
- Supports Voice Commands

## Lets Discuss!

How Conversational AI can help you leverage an untapped Retail Market worth **\$90 Billion**.

**Get more insights on our website**

**[www.coreviewsystems.com](http://www.coreviewsystems.com)**

