



Currys: Driving step-change evolution of sales ROI

Currys is an international omnichannel retailer of technology products and services, operating online and across 720 stores in six countries, helping customers enjoy amazing technology, however they choose to shop.

As the cost-of-living pressures escalated in the UK, Currys wanted to optimize its sales and service process for greater efficacy, so it was better able to deliver more value to its customers. Currys also clearly saw the need to be as efficient as possible through these efforts so it could sustain the program, increase productivity, and share the savings made with its customers. It was quick to see the advantage to be gained from using AI to execute on its pricing, personalization, e-commerce and service strategies.

Currys partnered with Infosys to build an ML- and AI-based price recommendation engine, co-developing decision-support capabilities and internal tooling, yielding strong predictive pricing performance. These recommendations are driving sustained profitable sales for Currys through

better-adapted and optimized omnichannel pricing. With e-commerce bringing in 45% of Currys UK&I revenues, Infosys also simultaneously worked with Currys to develop an ML- and AI-powered online conversion analytics engine to unearth insights into customer journeys that impact conversion.

Currys is now advancing its exploration into the realm of generative AI. In tandem with Infosys, Currys is undertaking multiple programs to test and learn:

- Gen AI-powered tools to query and summarize lengthy product documentation to support internal teams on their information needs
- A smart repairs and services assistant to guide on simple fixes, with the potential to reduce false returns and call volumes
- Sentiment analysis and summarization based on customer feedback from surveys, to guide identification of opportunities to improve customer service experience.

"We exist to help everyone enjoy amazing technology. As a tech retailer, it's in our DNA to embrace and harness new tech to improve the customer experience and help them choose, afford and enjoy new tech. With the combination of shared values, a love of technology and deep expertise in G(AI), Infosys is a natural partner for Currys."

– Ian Dawson, Global Business Solutions Director, Currys