Cognizant® Store Associate Assist

AI-driven support for a more resilient workforce

Cognizant Store Associate Assist, built with Microsoft Copilot, is a GenAI-driven, multi-agent solution that empowers associates to manage all store tasks via one smart, intuitive chat interface. It streamlines all associate-facing transactions, covering three critical aspects of store operations: onboarding, daily execution and business insights.

As technology becomes more deeply embedded in retail operations, the role of the store associate is shifting from task execution to strategic enablement, blending human interaction with digital tools to deliver smarter, faster, and more personalized customer experiences.

From insight to impact: what our solution brings to the table

By targeting the most critical touchpoints in store operations, Cognizant Store Associate Assist simplifies onboarding, streamlines daily tasks, and delivers actionable insights. It's split up into three primary sub-offerings: store onboard assist, store operations assist and store business assist.

Why Cognizant Store Associate Assist?

AI-powered by Microsoft 365 Copilot
Enhances store operations through intelligent automation and real-time support, built on Microsoft's trusted AI ecosystem.

Built-in Microsoft Copilot agents
Includes first-party agents—such as facilitator, researcher, and analyst—at no additional cost, delivering immediate value out of the box.

Seamless integration with retail platforms
Pre-built connectors integrating with retail enterprise system including IBM Sterling Commerce, KIBO OMS, Shopify and ServiceNow.

Innovative multi-agentic technology
Combines GenAI, Microsoft 365 Copilot, and Azure to deliver a cutting-edge, multi-agent solution tailored for the evolving needs of retail.

Enhanced customer experience
Utilizes enterprise knowledge assets to efficiently address policy-related inquiries, frequently asked questions, and how-to guidance.

Operational efficiency
Compatible with handheld devices, tablets, store assistance radios, cell phones, and enterprise communication channels such as Microsoft Teams and Slack.

Store onboard assist

Getting new associates up to speed quickly is critical in a fast-paced retail environment. Store onboard assist transforms the traditional onboarding process by delivering guided, interactive training through a conversational Copilot interface. New hires can access step-by-step instructions, policy information, and task walkthroughs—all in real time and tailored to their role.

This self-paced, AI-supported approach reduces the burden on store managers and ensures a consistent, high-quality onboarding experience across locations.

Expected benefits: Store onboard assist has been shown to reduce associate onboarding time by up to 25%, helping new team members become productive faster while improving early retention and confidence.

Store operations assist

Store associates often face operational complexity, juggling multiple systems and manual processes that slow them down and create frustration. Store operations assist simplifies the day-to-day by providing a unified, intuitive interface that guides associates through tasks, checklists, and store protocols in real time.

Expected benefits: This streamlined approach has led to a 50% increase in employee satisfaction, driven by reduced friction, greater clarity, and a more supportive work environment.

Store business assist

Store business assist equips associates and managers with real-time visibility into store performance, inventory levels, and asset health, all accessible through a conversational Copilot interface. By providing timely, relevant insights, it enables faster decision-making, proactive issue resolution, and stronger alignment with operational and business goals.

Expected benefits: Store business assist has consistently delivered 95% uptime of all store assets, helping minimize disruptions and ensure smooth, uninterrupted store operations.

Cognizant Store Associate Assist focuses on the most important stages of the associate experience—starting with onboarding, continuing through daily operations, and extending to real-time empowerment. This approach helps reduce turnover, improve morale, and strengthen the performance and resilience of frontline teams.

To learn more about our solution,
visit: https://www.cognizant.com/us/en/industries/retail-technology-solutions