Walmart Chile and Shopic Transform Chilean Retail with the Implementation of AI-Powered Smart Carts

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Operating under the name “Al Carro de Líder,” Walmart Chile is expanding this innovative shopping solution, unique in the country, to elevate the customer experience across its Lider Express stores.

After implementing a pilot together with Shopic - a startup at the forefront of retail technology - Walmart Chile seeks to strengthen the shopping experience of its customers, making it simpler, faster, and more convenient through innovation.

Transforming the Way People Shop

Santiago, November 2024 - Building on the success of their initial pilot, Walmart Chile is broadening the availability of Shopic’s Smart Cart technology to new stores. With a unique clip-on device, any shopping cart transforms into an AI-powered Smart Cart. Equipped with two cameras, the Smart Cart recognizes thousands of SKUs with over 95% accuracy in product recognition, according to Shopic's analysis based on visual data alone. This strategic move is designed to redefine the shopping experience for Chilean shoppers by integrating advanced computer vision and AI technology into everyday shopping. This technology is detachable, making advanced retail technology accessible and efficient.

Shopic's technology allows Walmart Chile, through five of its Lider Express stores, to stand out as a pioneer in the retail market. It is the first local supermarket chain to adopt this computer vision-based Smart Cart.

“At Walmart Chile, we are committed to helping our customers save money and live better. Implementing new technologies that save time for our customers is one of the ways we bring this mission to life. We are happy to expand into five new districts in the Metropolitan Region, bringing innovation closer to more people, enhancing their shopping experience, and putting a smile on our customers' faces with every visit,” says Frank Eckert, Manager of Central Operations at Walmart Chile.

In the initial phase, this technology, known as "Al Carro de Líder" exclusively in Chile, will be rolled out in five Lider Express stores in the Metropolitan Region: **Rojas Magallanes** (Sánchez Fontecilla 8968, La Florida); **Valle Lo Campino** (Av. Américo Vespucio 1651, Quilicura); **Latadia** (Av. Américo Vespucio Sur 1790, Las Condes); **La Dehesa** (El Rodeo 12850, Lo Barnechea); and **Laguna del Sol** (Av. San Ignacio 1624, Padre Hurtado).

A New Era for Shoppers and Retailers

In general, Shopic’s technology enhances efficiency through automatic product recognition; shoppers can bag items as they shop, view real-time totals, and enjoy tailored discounts—all while skipping traditional checkout lines.

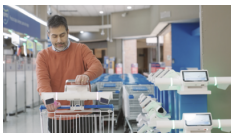
In other regions where Shopic is active, the technology offers in-cart personalized promotions, which have been shown to boost conversion rates by up to 36.8%, according to internal data. Other deployments reveal accelerated checkout: with on-cart payment, shoppers can complete purchases in under a minute versus the usual 9-minute wait at cashier lanes. Once finished, shoppers simply detach the device and head to their car, making for a seamless journey from shelf to car.

This technology provides retailers with valuable insights into shopper behavior and aisle traffic, helping to improve their customers' experiences. The system’s rapid deployment capability and adaptable training mechanisms ensure that retailers can seamlessly integrate Shopic’s technology with minimal store adjustments.

Looking Ahead

“This expansion in South America marks a new chapter in our mission to blend the convenience of the online world in brick-and-mortar stores,” said Raz Golan, CEO and founder of Shopic. *“We are excited to witness how the Smart Cart technology continues to empower the retail landscape, enhancing both the shopping experience for shoppers in Chile and delivering significant business value to retailers. This front-end platform allows the industry to take another step towards the digitization of in-store shopping,”* added the executive.

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With the integration of Shopic, Walmart Chile's Lider Express stores are setting a precedent for the future of shopping in the region. This launch signals not only an improvement in technology but also a new way of shopping.

About Shopic: Shopic is a leading provider of computer vision and AI-powered Smart Cart solutions, bringing the advantages of online commerce to physical supermarkets. Founded in 2015, Shopic's technology is transforming retail across the globe, enhancing shopper experiences and boosting operational efficiency.

About Walmart Chile: Walmart Chile, the parent company of Lider Express, SuperBodega aCuenta, and Central Mayorista supermarkets, has close to 400 stores from Arica to Punta Arenas, in addition to its digital shopping channels. A comprehensive omnichannel approach, harnessing innovation and technology, is designed to help people save money and enhance their quality of life.

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