



# BRING THE FUTURE TO YOUR CUSTOMERS



## Characteristics

**Designed for professional environments, and to integrate into them as naturally as possible, Pepper is an attractive and endearing humanoid robot.**

**A genuine link between physical and online channels, Pepper offers a rich experience with real added value in a physical location.**

### • Proactive :

Thanks to his numerous sensors, Pepper sees and detects people in his environment. He attracts their attention and invites them to approach and interact with him. When he sees that someone looking at him, he engages in dialogue with the person, and provides him or her with the anticipated service.

### • Attractive :

Thanks to his design, size and humanoid behaviour, he is easily accepted by everyone. For all that, Pepper is not designed or intended to replace human beings, which helps to contribute to his integration.

### • Interactive :

Created to communicate as naturally and intuitively as possible, Pepper uses both his voice and his body language in order to interact with people. His touch screen increases his capacity to interact and enables him to provide more information, particularly in graphic form. Lastly, Pepper is able to understand and express himself in numerous languages...

### • Emotional and empathetic :

To reinforce the connection, Pepper analyses the emotional state of his interlocutors and adapts his behaviour accordingly. This helps to create an empathetic relationship between Pepper and the people with whom he communicates.

### • Connected :

Although Pepper is able to function without being connected to the internet, his performance is improved when he is connected to the Cloud via his Wi-Fi connection. This allows him to access his advanced voice recognition and emotional analysis services. It is also via the Cloud that Pepper provides you with the data he collects.

### • Customisable :

An entirely programmable platform, Pepper offers infinite usage possibilities to enrich the customer's experience. Pepper's community of partners provides all the skills and know-how necessary to create, develop and adapt new content and uses, enabling Pepper to effectively meet your business goals.



## Uses & Benefits

### Attracting

Creating traffic in your physical locations. Offering a unique experience, richer than online.

- Increasing footfall
- Promoting an innovative image
- Raising brand visibility

### Guiding

Guiding towards locations, services or products, and helping people to find what they're looking for.

- Reducing staff workload
- Personalised services
- Improved management and sales tracking

### Improving customer knowledge

Measuring customer satisfaction, studying customer opinions in the form of satisfaction indexes or verbatim audio or text in response to open and closed questions. Refining the analysis of these opinions thanks to customer data such as gender, age or mood.

- Quality and reliability of data
- Deeper knowledge of the customers
- Storage and analysis of data in real time

### Greeting

Welcoming and assisting customers through the first stages of their visit.

- Standing out through innovation
- Managing and regulating peak attendance periods
- Raising the profile of the brand

### Informing and recommending products

Informing and offering recommendations about products and services. Participation in loyalty programmes.

Recommending products and services in a personalised manner, adapted to the customers' profiles and purchasing history.

- Harmonising the cross/omni-channel experience
- Assisting sales and sales teams
- Boosting sales
- Improved management and sales tracking



### SNCF

« Placing Pepper robots in our stations has enabled us to implement a whole new system for delivering information to our customers. Furthermore, Pepper enables our customers to find their bearings as they leave the station, as well as measuring their satisfaction with the service they've received, and all in a totally fun and offbeat way. »

**David BOROT,**  
Director, TER Pays de la Loire.

### Carrefour

« The presence of a robot has improved the store's image of modernity. And Pepper has contributed to this improvement. »  
« Thanks to his playful side, Pepper is the perfect concept for helping our customers to enjoy themselves. Amusement is a great incitement to enter the store. »

**Arnault GOURNAC,**  
Director of Innovation

### Nescafé

« We are convinced that one of Pepper's principal assets is his capacity to create a truly extraordinary customer experience in our stores. »

**M. TAOKA,**  
Marketing Assistant

## Our Offer

### AN ECOSYSTEM OF CERTIFIED PARTNERS



In order to assist you in the deployment of Pepper solutions, we have set up the first ecosystem of companies capable of providing you with advice, development and personalised solutions. Fully trained and certified, the Pepper partners have developed a range of robotic know-how applicable to your different professional fields. Working closely with SoftBank Robotics, these experts will accompany you throughout the entire course of your projects involving the Pepper robots.



### A FLEET MANAGEMENT PLATFORM

The Pepper solutions include a remote management platform for your fleet of robots. The creation of groups of robots to which you can apply different application profiles enables you to remotely manage your fleet. Our monitoring tools provide you with invaluable data regarding the usage and condition of your fleet of robots. This remote management optimises the use of robots on the ground, reduces service costs and rationalises reporting, all of which contributes positively to maximising your return on investment.



### FLEXIBLE SUPPORT SERVICES

SoftBank Robotics and his partners have developed a Service and Guarantee package to support the critical nature of the missions entrusted to Pepper. The modular service options enable you to select the elements that are best adapted to the nature of your business. These options include training, the configuration and installation of solutions with Pepper, as well as maintenance (repair or replacement of your robot).

## ABOUT SOFTBANK ROBOTICS

SoftBank Robotics is driving technology forward by becoming a worldwide leader brand in robotics. SoftBank Robotics regroups more than 500 employees working in Paris, Tokyo, San Francisco, Boston and Shanghai. Robots under the SoftBank Robotics brand, Pepper, NAO and Romeo, are used in more than 70 countries worldwide and offer innovative applications relevant for the fields of **research, education, retail, healthcare, tourism, hospitality and entertainment.**

**For more informations :**  
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