

• INITIAL PILOT SCOPE

Retail Agent for Chadstone

A low-risk 3-month pilot that gives Australia's fashion capital a digital concierge: every store, every service, any language, around the clock, built on Chadstone's own published information.

Delivered by Express Agent.

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• WHAT YOUR VISITOR SEES

Your customer just asks

No search box, no store directory maze. Visitors ask in plain language, and the Retail Agent answers from Chadstone's own information – stores, parking, dining, gift cards and events – and points the way.

 **Chadstone**
● Online

EXAMPLE

Is Louis Vuitton open on the King's Birthday? And where should we park?

The centre trades that Monday, and with the hours feed connected I can confirm Louis Vuitton's exact hours. Car Park A is closest to the luxury precinct – I can check live spaces too.

We're actually coming from the city, four of us. Is the shuttle a thing?

It is – and it's free. It leaves Federation Square, Coach Bay 1, and takes bookings for up to ten. I'll line up the booking link and a parking fallback:

 **Tourist Shuttle • 4 seats**
Booking link handed over, visit planned end to end

Example

Ask me anything... 



Understands what they're after

A question or two, in plain language, in the visitor's own language.



Answers from the centre's own information

Stores, hours, parking, dining, gift cards, events and tourism services.



Points the way

The right store, the right level, the right car park – wayfinding attached.



Hands off to the team

Concierge, guest services or leasing, whenever a person should take over.

• WHERE IT APPEARS

A concierge in every pocket

The Retail Agent answers on chadstone.com.au the moment visitors ask, and follows them into the centre by QR at entrances, concierge and dining precincts.



On chadstone.com.au PRIMARY

Visitors get straight answers on stores, hours, parking, dining and events before they leave home – and leasing or pop-up enquiries are captured qualified, not lost in a form queue.

- ✓ Answers from the centre's own published information
- ✓ Any language, any hour – including every hour the phone line is closed
- ✓ Qualifies leasing, pop-up and tourism enquiries before they reach a team



In the centre by QR

The same agent at entrances, the concierge desk and dining precincts – wayfinding, gift cards and what's-on without a queue at the desk.

Real questions, real answers

A few more conversations, across the centre. The visitor asks in plain language; the agent answers from Chadstone's own information and hands off when a person should take over.

I was given a Chadstone gift card – where can I spend it?

- ✓ Answers from the published terms: most specialty stores and major retailers
- ✓ Explains the balance check and the 19-digit number, exactly as published
- ✓ Never improvises on fees or expiry – regulated territory, quoted verbatim

Where do I park for Coles, and what does it cost?

- ✓ Points to the fresh food car parks with the two-hours-free rule
- ✓ Reads the live availability feed, updated every fifteen minutes
- ✓ Flags EV charging and accessible spaces where they matter

Where should we eat with young kids before Legoland?

- ✓ Asks what they feel like and checks the time of day
- ✓ Matches family-friendly options across the dining precincts
- ✓ Points the way with the centre map, level and nearest parking

I'm visiting from Shanghai – is there tax refund help?

- ✓ Answers in the visitor's own language, on the spot
- ✓ Explains the Tourist Refund Scheme from the centre's own guidance
- ✓ Points to the multilingual concierge and the Tourist Shopping Passport

Why Chadstone, and why now

Chadstone serves visitors who need answers before and during every visit – and it serves them across about 70 trading hours a week. That is exactly where a Retail Agent earns its keep.



A centre trading about 70 hours a week is served by a phone line answered Monday to Friday, 9 to 5:30.



The hours page of a 550-store centre says it in capitals: contact each store directly. No public-holiday hours are published at all.



No chat anywhere – not on chadstone.com.au, not on vicinity.com.au, not in the app. The digital front door is a search box and a three-topic form.



The knowledge is already structured: 469 store pages, live parking updated every fifteen minutes, gift card terms, shuttle timetables and a Chinese tourism microsite.



Concierge, valet and a butler service are the brand – an agent absorbs the routine questions so the premium services can do what they are for.



Every pop-up and leasing enquiry stalls in a form queue today; captured and qualified, they are near-pure-margin revenue.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

Live on chadstone.com.au

The Retail Agent goes live on the centre website, trained on stores, hours, parking, dining, gift cards and events, with a baseline agreed up front.

Baseline agreed



MONTH 2

Tourism and leasing overlay

Coverage extends to tourism services and multilingual answers, and leasing, pop-up and activation enquiries are captured qualified into the leasing team's pipeline, with a mid-pilot review.

Team feedback

Mid-pilot review



MONTH 3

Gated: QR in centre

QR placements at entrances, concierge and dining precincts proceed only if month 1 and 2 targets are met, UAT is signed off and the placements are approved by centre management.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

The website first, not every channel.



UAT before release

You sign off before each go-live.



Reviewed monthly

Performance checked every month.



Criteria-gated

Expansion only when targets are met.

What the pilot is designed to prove

The pilot proves the Retail Agent can lift discovery, answer customer questions instantly, and take pressure off your team, with the commercial impact measured against an agreed baseline.



Visitor questions answered

Hours, wayfinding, parking, gift cards and events, answered on the spot in any language.



Concierge load reduced

Routine questions absorbed so premium guest services stay premium.



Leasing leads captured

Pop-up, casual leasing and activation enquiries captured qualified and routed fast.



A better tourist experience

Shuttle, tax refunds and the passport, explained in the visitor's own language.



Consistent, correct answers

Tenant-neutral, exact on gift card terms, and escalated to a person when it matters.

Measured, real outcomes

The same agent platform is already live with real customers, and the standout lesson is that it makes the biggest difference where customers have questions to answer before they commit. Those are exactly the conversations this pilot targets.

**MORE SPENT PER
TRANSACTION (+\$38)**

+42%

**ENGAGED CUSTOMERS WHO
PURCHASED**

58%

AVERAGE RESPONSE TIME

8 sec



Double the big baskets

12% of agent-assisted transactions exceeded \$200, double the store average.



Any customer, any language

27 languages on day one: the agent answers in the customer's own language.



No new hardware

Activated by a QR code, with no new hardware and no POS integration.



Staff made it theirs

Frontline teams adopted the agent as their own on-demand expert.

Benchmark results from a previous live retail deployment of the same agent platform. They are the benchmark, not this pilot's baseline: Chadstone's own baseline is measured in month 1, and this pilot's measures are agreed at kick-off.

Why this works, and why us

Has this been done before, will it work here, and why are we confident. Five reasons.



It is already live

The Retail Agent is a working product in production today, not a prototype.

- ✓ A live agent you can try right now
- ✓ Conversational product advice over real retail data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

Before approval, Chadstone sees a live demo and anonymised deployment snapshot covering usage, feedback and handoff behaviour.



Enterprise-grade delivery

Built and run by AI Consulting Group, a Sydney data and AI consultancy delivering for BHP, Downer, Fremantle Ports, NRL and government, partnered with AWS, Databricks, Microsoft and Snowflake.



Built on your data

It answers from Chadstone's own product, range and offer information with minimal integration, working alongside the systems you already run.



Guardrails built in

Recommendations stay tenant-neutral: every matching retailer is surfaced with wayfinding, never favourites. Gift card terms are quoted exactly as published, leasing and pop-up enquiries are captured and routed with no pricing or availability commitments, and hotel questions hand to the Accor-run Hotel Chadstone.

The approval pack includes a live demo plus current deployment results and customer feedback before the kick-off is booked.

What it costs

Priced to be an easy yes: \$15,000 all-in to prove and deploy. That buys a white-gloved pilot with us in charge of making it successful – and if it does not earn its place, it ends there.

TO PROVE AND DEPLOY:
\$5,000 A MONTH FOR 3
MONTHS

\$15,000 all-in

ONGOING, SCALED TO USAGE

**\$100-\$400 /
month**

SETUP AND PLATFORM FEES

\$0

The 3-month pilot

Everything it takes to succeed: build, training on your full product catalogue, structured testing and UAT, go-live and hands-on tuning. \$15,000 all-in.

\$5,000 / month

Ongoing, after the pilot

A subscription that scales with usage. Continuing is a decision you make on the results, not a default.

\$100-\$400 / month

Setup and platform fees

No setup fee, no platform fee, no usage charges during the pilot.

\$0

\$15,000 all-in to prove it. From \$100 a month to keep it.

WHAT THE \$5,000 A MONTH BUYS



Tested before it's live

Structured testing and UAT with your team. Nothing customer-facing until you sign it off.



White-gloved throughout

We build it, run it and tune it hands-on through the pilot, with a review every month.



We own the outcome

Making the pilot successful is our job, not yours. Your team's only asks are data and sign-offs.



Go/no-go at three months

The pilot ends unless the evidence earns what comes next, with the ongoing price confirmed before you continue.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent on the website.



01 Kick-off meeting

Lock scope, success targets and timing with centre management and marketing.



02 Data request

Core inputs from Chadstone.

- ✓ Store directory and hours, including public-holiday trading
- ✓ Parking rules and the live availability feed
- ✓ Gift card terms and the balance-check process, as published
- ✓ Events calendar and tourism services
- ✓ Where leasing and pop-up leads should land, and escalation rules



03 UAT

Centre management signs off before anything goes live.



04 Go live

The Retail Agent goes live on chadstone.com.au.

THE ASK

Approve the pilot, share the product data, and book the kick-off. We handle the rest, and you see a working agent live within weeks.