

• INITIAL PILOT SCOPE

Retail Agent for Clark Rubber

A low-risk 3-month pilot that puts a product expert in every store and online, built on Clark Rubber's own range and offers.

A joint venture of AI Consulting Group and Retail Doctor Group.

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Your customer just asks

No search box, no product grid. They ask in plain language, and the Retail Agent clarifies, recommends, and points to the right answer, in person and online.

 **Clark Rubber**
● Online

EXAMPLE

Which aisle are the foam tiles in?

With the store map connected, I can point you to the foam flooring bay and show current availability from the stock feed. What are you covering?

A home gym, about 3 by 3 metres.

For a home gym I'd use the 20mm interlocking tiles, they take the weight and protect the floor. Here's the pack to grab when location data is supplied:

 **Interlocking Foam Tiles · 20mm**
Local stock shown when the inventory feed is connected

Example

Ask me anything... 



Clarifies what they're after

A question or two, in plain language.



Recommends the right product

From Clark Rubber's own range and data.



Shows local stock and offers

When inventory and catalogue feeds are connected.



Hands off to the team

Whenever the customer wants a person.

• TRY IT YOURSELF

Scan it. Have the conversation.

The fastest way to understand the Retail Agent is to use it. Point your phone camera at the code and talk to the live demo, right now.



Scan to start chatting

A live Retail Agent, in production today. Not a mock-up.

WHAT THE DEMO KNOWS ABOUT

Pool heaters

Robot pool cleaners

For this demo the agent's knowledge is limited to Clark Rubber pool heaters and robot pool cleaners. The pilot extends the same agent across the categories we agree together.

• WHERE IT APPEARS

An expert in every store, and online too

The Retail Agent meets customers where they already are: in stores via QR signage, and on the website. The same agent on both, so the advice follows the customer across channels.



In store

PRIMARY

QR signage on shelf and counter. The customer scans and asks, and the agent answers with the right product, what's in stock at that store and this week's offers, with a team member always a tap away.



On the website

The same agent as a chat widget across clarkrubber.com.au, answering questions and linking to purchase, day or night.



In-store signage concept: every aisle links to the Retail Agent. Easily part of the pilot.

Real questions, real answers

A few more conversations, across categories. The customer asks in plain language; the agent clarifies, recommends, and points to the next step.

Where can I find the rubber matting?

- ✓ Asks what the matting is for
- ✓ Points to the right bay in that store
- ✓ Shows current availability

What foam do I need for outdoor cushions?

- ✓ Asks about exposure and load
- ✓ Recommends the right density and grade
- ✓ Confirms cut-to-size options

What's the difference between these pool pumps?

- ✓ Asks about pool size and system
- ✓ Compares the options in plain language
- ✓ Flags anything needing an installer

Which mats suit a home gym?

- ✓ Asks about the space and equipment
- ✓ Suggests thickness and coverage
- ✓ Builds the whole order in one conversation

Why Clark Rubber, and why now

Clark Rubber serves customers who need advice before they commit, across stores and online. That is exactly where a Retail Agent earns its keep.



Thousands of products across multiple categories, more than any customer can navigate alone.



Technical products customers genuinely struggle to choose between.



Most purchases need advice first, and that is where the sale is won.



Store teams spend significant time on the same repetitive questions.



Website customers need support outside business hours.



It creates in-store theatre, a helpful moment in every aisle.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

One store, live

Establish the Retail Agent on a single store's range and prove it in a live trading environment, with a first PR push.

PR launch



MONTH 2

Five stores

Expand to five stores once the first is proven. A second PR push and a speaking engagement put it in front of more customers.

PR

Speaking engagement



MONTH 3

Gated expansion and website

Extend to defined additional stores and clarkrubber.com.au only if month 1/2 targets are met, UAT is signed off, data readiness is confirmed and category scope is agreed.

Conditional expansion

CONTROLLED ROLLOUT



Limited start

One store first, not the network.



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.



More sales

More customers trade up and add to the basket with confidence.



Higher conversion

On assisted interactions across store and web.



Fewer lost sales

Fewer customers leaving to compare with a big-box competitor.



Reduced staff workload

Routine range and specials questions handled without a team member.



Consistent experience

The same expert advice at every store.

The pilot scorecard

Every outcome is tracked against a baseline and a target, so the rollout decision rests on evidence, not a hunch.

MEASURE	BASELINE	TARGET	GO / NO-GO
✓ Customer interactions	Current chat and QR baseline	300+ pilot conversations	No-go below 150 or if adoption stalls.
✓ Questions resolved without staff	Store enquiry handling	60%+ resolved by agent	Go if 50%+ with safe handoffs.
✓ Product recommendations delivered	Current assisted advice rate	200+ recommendations	No-go if accuracy issues exceed tolerance.
✓ Conversion on assisted interactions	Current assisted conversion	+5-10% uplift	Go only if uplift is positive and trackable.
✓ Customer satisfaction (CSAT)	Current CX benchmark	4.2 / 5 average	No-go below 3.8 / 5.
✓ Website and store engagement	Current web and store starts	+10% engagement	Go if both channels show demand.
✓ Estimated labour hours saved	Current handling time	20-30 hours saved	Go if 15+ hours and staff feedback supports it.

Final thresholds are confirmed before launch once Clark Rubber's baseline, data access and pilot category scope are locked.

A joint venture built for retail AI

The Retail Agent is delivered by a joint venture of AI Consulting Group and Retail Doctor Group: enterprise-grade AI delivery, paired with decades of Australian retail expertise.



AI Consulting Group

BUILDS AND RUNS THE AGENT

- ✓ Sydney data and AI consultancy
- ✓ Delivers for BHP, Downer, Fremantle Ports, NRL and government
- ✓ Partners with AWS, Databricks, Microsoft and Snowflake



Retail Doctor Group

SHAPES THE RETAIL STRATEGY

- ✓ Australia's retail advisory firm
- ✓ Decades guiding retailers at CEO and board level
- ✓ Sets what to measure and how to roll out

YOUR SURETY

This is not a start-up that might disappear. AI Consulting Group delivers for BHP, Downer and government, and Retail Doctor Group has decades in Australian retail. Your data and content stay yours throughout.

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 product data
- ✓ The same platform and approach proposed for this pilot



Proof before approval

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



Deep retail expertise

Retail Doctor Group brings decades of Australian retail advisory, guiding what to measure and how to roll out.



Built on your data

It answers from Clark Rubber's product, range and offer data with minimal integration, working alongside your existing POS and loyalty platforms. Live-stock and specials answers require inventory and catalogue feeds.



Guardrails built in

The agent stays inside the scope you approve, escalates to your team when it should, and never completes a sale itself. Pool chemical and safety advice stays within manufacturer guidance, and anything needing a licensed installer is escalated to your team.

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

• BUY, DON'T BUILD

Buy the capability. Don't build it.

You already buy specialist software you would never build in-house. An AI agent is the same category.



Email marketing
Campaign Monitor



Point of sale
Shopfront



Analytics
Google Analytics



Support
Zendesk

	Build it yourself	The Retail Agent
TEAM COST	~\$1M / yr	\$30,000
TIME TO LAUNCH	12 to 18 months to a first version	Live within weeks
ONGOING PLATFORM COST	\$500k+ per year to maintain	\$0
RISK	Only if the build succeeds	Go/no-go before spend

THE BOTTOM LINE

\$1M+ and a year to maybe build it. \$30k to prove it, now.

A genuinely shared investment

Everyone has skin in the game. Clark Rubber invests \$30,000; AI Consulting Group and Retail Doctor Group contribute the remaining \$45,000, for \$75,000 of value delivered across the three months.

TOTAL VALUE DELIVERED

\$75,000

CLARK RUBBER INVESTMENT

\$30,000

Clark Rubber

Your only direct contribution, across the 3-month pilot.

\$30,000

AI Consulting Group

Build and delivery of the agent, non-cash.

\$30,000

Retail Doctor Group

Marketing and PR for the pilot, non-cash.

\$15,000

Platform usage

No usage fees charged during the pilot.

\$0

AFTER THE PILOT



Go/no-go before spend

Pilot approval does not commit Clark Rubber to rollout. A 12-month term starts only after results, UAT, scope and budget are approved.



Budget guardrail

Initial expansion and website scope is priced at direct delivery costs plus 50%, with an indicative first-year cap of \$120k-\$180k depending on usage.



Scale and exit points

More stores, categories, integrations or usage require a revised cap before expansion.

How we start

A defined, low-risk start. Four steps from go-ahead to a live agent in the first store.



01 Kick-off meeting

Lock scope, success targets and timing.



02 Data request

Core inputs from Clark Rubber.

- ✓ SKU list and product range
- ✓ General information
- ✓ Store list and local ranging
- ✓ Inventory feed or daily stock export
- ✓ Specials and loyalty offer feed (optional)



03 UAT

You sign off before anything goes live.



04 Go live

The Retail Agent goes live in the first store.

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.