

• INITIAL PILOT SCOPE

Retail Agent for Thirsty Camel

A low-risk 3-month pilot that puts a drinks expert in every bottleshop and online, built on Thirsty Camel'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 scrolling through a catalogue. They ask in plain language, and the Retail Agent clarifies, recommends, and points to the right bottle, in store and on the website.

**Thirsty Camel**
● Online

EXAMPLE

I need a gift for a mate who's into gin, around \$70.

Easy done. Does he lean classic and juniper-heavy, or more modern, citrus and botanical?

Definitely the fancy botanical stuff.

Then a small-batch Australian botanical gin is the go. This one sits right on budget, and I can check it's on the shelf at your local when the stock feed is connected:

**Small-Batch Australian Gin · 700ml**
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 drop

From Thirsty Camel'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.

The agent sits behind an 18+ age gate. It advises and recommends; the sale itself, and every RSA check, stays with your team and your website.

• WHERE IT APPEARS

An expert in every bottleshop, and online too

The Retail Agent's home is the store, via QR signage on shelf and counter. The same agent is on the website too, so the advice follows the customer across both channels.



In store

PRIMARY

QR signage on shelf and counter. The customer scans and asks, and the agent answers with the right bottle, 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 thirstycamel.com.au, answering questions and linking to purchase, day or night.



In-store signage concept: the counter QR links straight to the Retail Agent. Easily part of the pilot.

Real questions, real answers

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

What red should I grab for a lamb roast, under \$30?

- ✓ Asks what styles they usually drink
- ✓ Recommends from the range in budget
- ✓ Shows availability at their local

I need a gift for a mate who's into whisky.

- ✓ Asks about budget and taste
- ✓ Recommends a safe pick and a step-up
- ✓ Links straight to purchase

I've got 20 people coming for a barbie. What should I get?

- ✓ Asks about the crowd and what they drink
- ✓ Suggests quantities across beer, wine and premix
- ✓ Builds the whole basket in one conversation

What's on special this week?

- ✓ Surfaces the current catalogue and offers
- ✓ Can be personalised for Hump Club members
- ✓ Points to the nearest bottleshop

- WHY THIRSTY CAMEL

Why Thirsty Camel, and why now

Thirsty Camel is Australia's most recognised independent liquor brand: a hotelier-owned network built on drive-thru convenience and the Hump Club. That is exactly where a Retail Agent earns its keep.



A deep range across beer, wine and spirits, more than any customer can navigate alone, in store or online.



Bottleshop visits are quick and habitual. A fast, confident answer trades customers up from the usual.



Gifting and pairing purchases need advice first, and advice is where the trade-up happens.



Hump Club is built on personalisation. The agent turns that data into actual conversations.



450+ hotelier-owned bottleshops. The agent puts the same expert advice in every one of them.



Website customers shop and browse after hours, when there is no one to ask.

• THE PLAN

A staged, low-risk 3-month pilot



MONTH 1

One bottleshop, live

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

 PR launch



MONTH 2

Five bottleshops

Expand to five bottleshops 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 bottleshops and thirstycamel.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 bottleshop 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 product discovery and trade-up, answer customer questions instantly, and reduce pressure on bottleshop teams, 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 driving off to a big-box competitor to compare.



Reduced staff workload

Routine range and specials questions handled without a team member.



Consistent experience

The same expert advice at every hotelier-owned bottleshop.

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 Thirsty Camel'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 deep 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, Thirsty Camel 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 Thirsty Camel's product, range and offer data with minimal integration, working alongside your existing POS and Hump Club platforms. Live-stock and specials answers require inventory and catalogue feeds.



Responsible service built in

The agent sits behind an 18+ gate, keeps every recommendation RSA-aware, and never completes a sale itself. Purchase and ID checks stay with your team and your website.

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 retail agent is the same category.



Email marketing
Campaign Monitor



Point of sale
Shopfront



Analytics
Google Analytics



Support
Zendesk



BUILD IT YOURSELF

Illustrative

AI / ML engineer	\$200k
Two full-stack engineers	\$340k
Product lead	\$170k
Design and DevOps (shared)	\$200k
LLM, vector DB, hosting	\$80k
Team run-rate	~\$1M / yr



12 to 18 months to a first version, then **\$500k+ per year** to maintain, and only if the build succeeds.

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

A genuinely shared investment

Everyone has skin in the game. Thirsty Camel 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

THIRSTY CAMEL INVESTMENT

\$30,000

	Thirsty Camel Your only direct contribution, across the 3-month pilot.	\$30,000	Investment
	AI Consulting Group Build and delivery of the agent, non-cash.	\$30,000	Contributed
	Retail Doctor Group Marketing and PR for the pilot, non-cash.	\$15,000	Contributed
	Platform usage No usage fees charged during the pilot.	\$0	Waived

AFTER THE PILOT



Go/no-go before spend

Pilot approval does not commit Thirsty Camel 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 bottleshops, 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 bottleshop.



01 Kick-off meeting

Lock scope, success targets and timing.



02 Data request

Core inputs from Thirsty Camel.

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



03 UAT

You sign off before anything goes live.



04 Go live

The Retail Agent goes live in the first bottleshop.

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.