

Subject: Instore.ai Launch

Dear Dara's Team,

As we continue to evolve and improve our stores, we're excited to announce that we will be installing **Instore.ai's voice analytics technology** in your store **this Friday!**

Instore.ai is designed to **recognize and reward** your efforts by analyzing customer interactions at checkout. It adds an element of **gamification** to your role, making everyday tasks more engaging while benefiting both you and our customers.

Earn Rewards While Enhancing Customer Experience

💡 **Promote the Loyalty Program** – Helping customers sign up not only enhances their shopping experience but also earns rewards for both them and you!

🔥 **Recommend Hot Food Items** – A simple mention can drive sales and improve customer satisfaction, all while contributing to your success.

Smart Insights to Improve Store Operations

Beyond personal recognition, Instore.ai delivers valuable insights that help streamline operations and improve efficiency:

◆ **Spotting Checkout or Facility Issues** – Ensuring a smoother experience for both employees and customers.

◆ **Flagging Out-of-Stock Items** – Keeping shelves full so customers find what they need.

◆ **Highlighting Training Opportunities** – Providing support where it's needed most to help you excel in your role.

What to Expect on Friday

We'll be installing two small devices at the register:

✓ **A small black circular device** that captures key interactions.

✓ **A gray box under the register** that securely processes information.

We deeply appreciate the hard work and dedication you bring to our stores every day. This technology is here to support you, not replace you—empowering you with the tools to succeed while making work more engaging and rewarding. If you have any questions or feedback, we're here to listen!

Let's make every interaction count! 🚀