

Currys trials new AI robots at its Birmingham store

What is it?

In January 2023, Currys rolled out a new trial in its Birmingham store, introducing KettyBot robots to help customers locate specific items in the store. This is a partnership with Leeds-based technology company UXG.

Why does this matter?

The AI robots greet and welcome customers at the door, then guide them to products once an item is selected on the screen. It allows store members to spend more time with customers who need expert advice before making a purchase.

Strategic implications:

As the UK's leading electronics retailer, Currys continues to explore ways to improve and enhance its in-store customer experience.

STEPIC drivers/Winning Strategies

AI to power the next stage of autonomous retail



currys

"So far, the trial has gone exceptionally well, with both customers and colleagues singing KettyBot's praises. We are very much looking forward to conducting a thorough review during the trial and looking at how we continue to improve and enhance our in-store experience."

Ainsley Sykes, Head of
Commercial Initiatives and Retail
Design at Currys

