

AI reshapes the retail experience

Lowe's elevates customer satisfaction, associate engagement and operational efficiency using the Dell AI Factory with NVIDIA.

Business needs

Lowe's is focused on meeting the ever-increasing expectations of customers and enabling store associates nationwide to deliver a seamless shopping experience. Spanning over 1,700 stores, Lowe's saw an opportunity to adopt scalable AI solutions to optimize in-store operations, enhance e-commerce and transform the home improvement journey.

Business results



Delivers AI-enabled tools to its approximately 300,000 associates, to help customers.



Empowers associates to make real-time decisions across 1,700+ stores through technology.



98% neutral-to-positive reactions from customers using Mylow, Lowe's AI-powered home improvement virtual advisor.



Accelerates app deployment with 8,000 AI-assisted engineering code reviews every week.

Solutions at a glance

- [Dell AI Factory with NVIDIA](#)
- [Dell PowerEdge XE-Series, R-Series and XR-Series servers with NVIDIA accelerated computing](#)
- [NVIDIA Omniverse](#)

Transforming retail for a new era

Lowe's, a leader in home improvement, caters to millions of customers ranging from Do it Yourself (DIY) enthusiasts to professional contractors. In a world where shoppers expect personalized, seamless and efficient experiences, staying ahead requires continuous innovation. Lowe's embarked on a significant digital transformation journey with a focus on operational excellence, customer satisfaction and equipping its associates across 1,700+ stores with the tools and support they need to succeed.

"We wanted to support our customers and associates to solve their problems and fulfill their dreams for the home," says Seemantini Godbole, Executive Vice President, Chief Digital & Information Officer, Lowe's.

Partnering with Dell Technologies, Lowe's introduced a scalable AI ecosystem that transforms store operations and customer interactions. Central to their approach was embedding AI into the customer's journey, from their online platform to associates inside stores.

Bringing AI tools into the aisles

Lowe's is redefining customer interactions with its Dwell technology. Leveraging computer vision algorithms running on the Dell PowerEdge XE-Series servers with accelerated computing, the solution dispatches an associate to provide assistance to home improvement customers in real-time.

"When you're in a Lowe's aisle and think, 'I wish I had help,' magically, an associate appears next to you," says Godbole. An AI computer vision solution, Dwell detects when customers spend time in an aisle and may require assistance. This triggers a mobile alert, prompting associates to assist the customer right away.

Equipped with Mylow Companion, Lowe's associates can effectively address customer questions and simplify complex decisions like the best time to plant grass seed or getting a faucet to stop leaking. This transformative tool provides expert advice across categories like plumbing and gardening, turning associates into "super associates" and creating a seamless in-store shopping experience that drives higher conversion rates and customer satisfaction.

Mylow is the first AI-powered virtual home improvement assistant accessible through Lowe.com/AI and provides customers with 24/7 access to expert guidance on home improvement projects, regardless of location. Mylow puts specialized knowledge directly in customers' hands, enhancing both in-store and online experiences, from helping customers choose climate-appropriate plants to tackling plumbing issues.

AI enabling strategic store operations

Driving this transformation are micro-data centers with PowerEdge short-depth edge servers in every store.

"We've integrated AI solutions at the edge and in our data centers to enable customer-centric, real-time decision making," says Godbole.

These edge data centers ensure low-latency, real-time data processing and inferencing to ensure the AI-driven experiences across their apps and services are fast, accurate and efficient.

AI also gives Lowe's the ability to quickly adapt the in-store experience through a combination of digital twins, computer vision and real-time analytics. Digital twins utilizing NVIDIA Omniverse allow for simulations across Lowe's stores to identify optimal layouts, traffic patterns

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and product placement combinations. Lowe's can instantly test hundreds of configurations digitally before making physical changes, drastically reducing redesign efforts and costs.

"AI is not an add-on; it's foundational to our operations," says Godbole. "Digital twins and generative AI have unlocked limitless possibilities."

Innovation beyond the storefront

Generative AI tools also help handle engineering workloads such as pull requests, reviewing over 8,000 weekly submissions and accelerating development timelines. Lowe's has also begun scaling tools for corporate and supply chain associates, further driving productivity and customer satisfaction.

"We created robust foundational technology that lets engineers focus on solving challenges, while AI platforms handle complexity," says Godbole. "With Dell and NVIDIA, we empower our workforce to innovate without limits."

Future-ready retail with AI

As Lowe's continues its journey, the focus remains on scaling AI innovations for all its associates and customers. Automation, real-time insights and continuous improvements will ensure Lowe's leads the way in modern retail transformation.

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