Some initial thoughts in response to your Automated Wal-Mart thought experiment.

Privacy:
Much of your vision creates (and ignores) infrastructures of surveillance that impact the privacy of shoppers. Currently, I can enter a Wal-Mart store, walk around, ask for help, and purchase something with cash, all without Wal-Mart knowing who I am and what I have purchased. The introduction of biometrics for entrance, intelligent shopping carts with personalized shopping lists, the integration of my driver's license image into my customer profile, and the widespread use of RFID tags on consumer products shifts the norms of information flow in such a way that anonymous shopping would be impossible.

Instant Help:
This feature would likely result in high costs for Wal-Mart. Why would I rely on figuring out the map on my cart if all I have to do is press a button for live help? Especially if I might get 10% off my purchase? In fact, many users would likely press the button as often as possible in hopes of swamping the system, resulting in a longer than 10-ring answer. Such an option would have to have a user-cost associated with it, otherwise it would be overused.

Help with Bulky Items:
Same issue as with Instant Help. Unless a cost was involved, too many customers might take advantage of this service, increasing Wal-Mart's labor costs.

Analysis:
Your analysis lacks evidence to back up the claims. Are you certain that your experiment actually provides better customer service? How is consumer security improved?

Disclaimers:
Curious about your disclaimers regarding why you picked Wal-Mart. If you "could have easily picked Target or any other store," why didn't you? Most of these disclaimers could have been avoided by simply creating a fictitious retailer for your experiment.

Cheers,
michael zimmer