


Retail – The future is now

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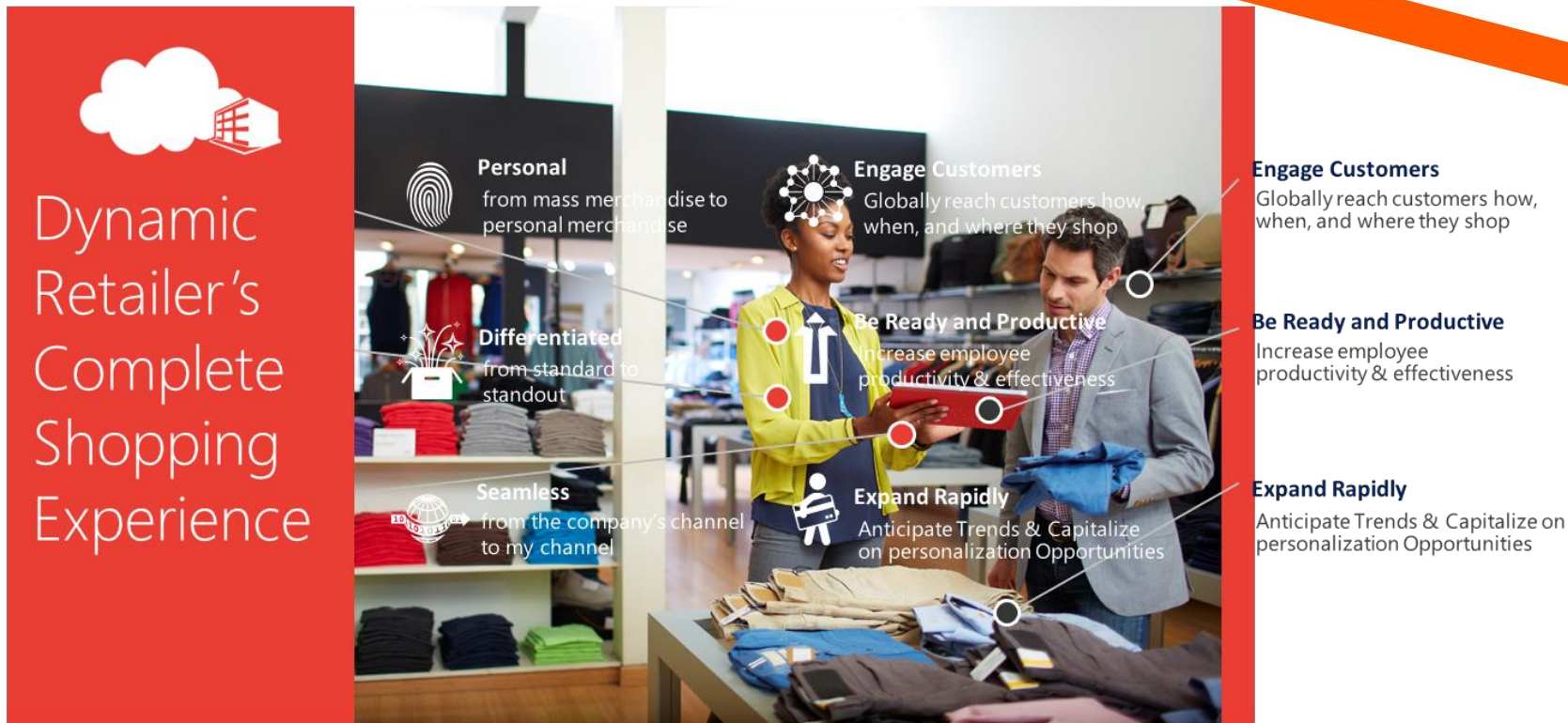


“ Unless conventional merchants adopt an entirely new perspective – one that allows them to integrate disparate channels into a single, seamless omnichannel experience – they are likely to be swept away.

Successful companies will engage customers through omnichannel retailing: a mashup of digital and physical experiences. ”

Harvard Business Review, Dec. 2012

Empowered Consumers Require Revolutionary Change



Digital customers present new challenges for businesses

Digital customers are interacting with businesses in new ways

89%

Of digital customers use at least one on-line channel when buying with an average of three digital channels

38%

access buying sources at least half the time through mobile



61% of B2B buyers look to 3rd parties vs. seller to make buy decisions



56% of customers will pay 30% more for a positive buying experience



71% are willing to purchase products and services online.



Digital customers are driving the “switching” economy

USD 5.9 Trillion

revenue potential “at play” due to company switching

66%

of consumers switched companies in at least one of ten industries due to poor service on the last year.

82%

felt their service provider could have done something to prevent them from switching

And the retail industry is leading the way



- 38% of global shoppers think that the “seamless” experience is the biggest challenge.

In the developed markets, it is both seamless and “in store”. In the US, it is the “in-store” experience.



- 15% of global shoppers said they were using “click & collect” more than a year ago

Only, 34% of global retailers have click & collect capabilities

In the UK, this number increases to 67%



- 75% of global shoppers think that scheduling a delivery time is important

However, only 34% of retailers have that capability



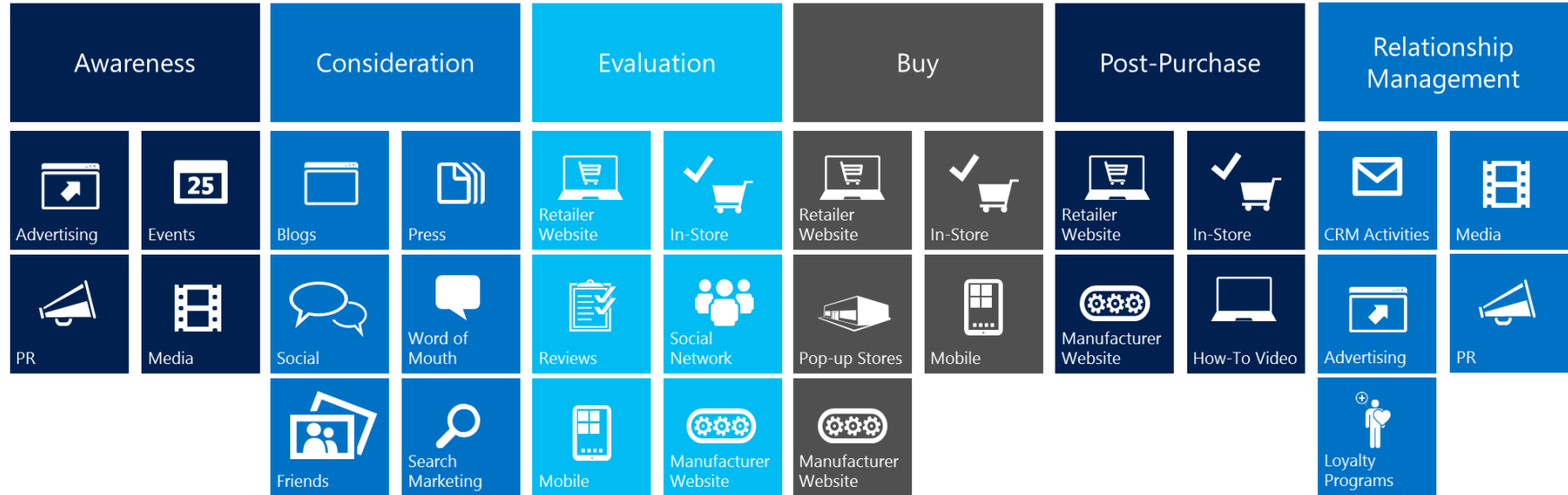
- Only 36% of shoppers find it easy to shop via a mobile device (smartphone or tablet).

Only 43% of retailers provide the capability to purchase via tablet or mobile websites

Because the New Customer Shopping Journey

Unfolds Everywhere, Anytime, On Any Device

And creates a multitude of opportunities to connect with them...



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Opportunity to build a **RELATIONSHIP** at every step along the way



"Show rooming is the app that Retailers forgot to write"



Inverse showrooming - the bigger trend

The Washington Post

One way online shopping is actually helping brick-and-mortar retailers

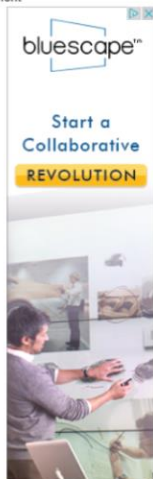


By Sarah Halzack September 3 [Follow @sarahhalzack](#)



A shopper uses his smartphone to compare prices at Toys R Us in New York. (AP Photo/Seth Wenig)

Advertisement



Nielsen survey ...

51 percent of respondents said they browse products in stores before ultimately buying them on the Web,

60 percent of consumers said they often browse products online before ultimately purchasing them in stores.

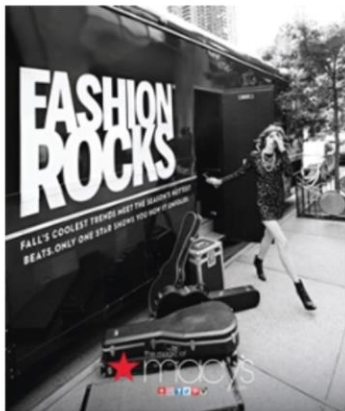
Inverse showrooming - drives traffic & basket

MarketingDaily

Macy's Focused On Mobile, Gen Y, Private Label

by Sarah Mahoney, Yesterday, 2:07 PM

Comment ★ Recommend (1)



As it continues to flex its omnichannel strengths, Macy's says it has finally begun marketing its click-and-collect services, and that it sees its future growth coming from Gen Y, mobile technology and exclusive products.

While the company has been testing this service for some time, "this has been somewhat under the radar and we are just now marketing this convenience, so

we expect we will gain traction," says Macy's CEO Terry Lundgren in a presentation for investors at the Goldman Sachs 21st Annual Global Retailing Conference.

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SHARES

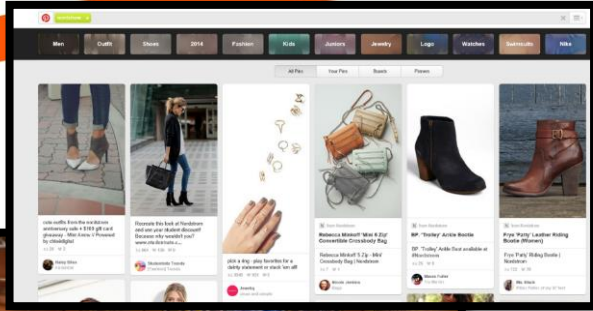


*"We love this kind of sale, because [the customer has] already made her decision, she knows where to go in the store, and when she gets there, she almost always buys something else — spending about **125% of her intended order.** And she doesn't require a delivery fee."*

Giving Shoppers the showrooms they love – without compromise

The rich
information
and choice
they crave

The great
brands they
care about



The great
showcases
they love



The great
customer
service they
expect



Realizing Retail Innovations Today



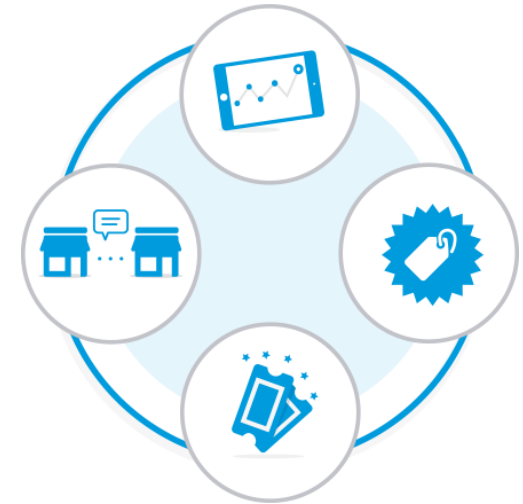
Wherever/Whenever

Consistent omnichannel customer experience



Streamline Operations

Optimize costs & customer satisfaction



Digitize the Store

Self service and employee tools



Home and In-Store Customer Shopping Experience



Digital Marketing

Manage and extend brand across all touch points to maximize conversions, customer engagement and operational efficiency.



At Home

Engage customers in their home while staying true to brand experiences. 80% of those watching TV have a second screen in hand.



Mobile Shopper

Enable shopping not just via mobile devices, but through digital displays with beacons, in app notifications, wish lists, coupons, promotion and context-aware capabilities.



Digital Human Interaction

Enable shopping interaction to obtain information without personal devices, and outside the working hours



Personal Touches

Allow customers to find exact location of items in the store, alert store associates to customer presence and create spaces for collaboration.



Connected Fitting Room

Re-think the try-on process with intelligent system fitting room and analytics.



Unified Communication Apps

Embed communication into the business process through apps like live chat and video conferencing.



Contact Center

Enable contact center employees with single platform and one desktop view for their work that includes elements of gamification.



Social Analytics

Sentiment analysis and real time monitoring of social discussions both internally and externally to the retailer.



Omnichannel Business (Differentiated Experiences)



Assisted Selling

Provide store associates with the information they need at the right time including mobile point of sale.



Digitize the Store (Seamless Operations)



Store Manager

Bring the store manager onto the sales floor. Enable task delegation and tracking, inventory management, schedules and customer service. Enabled through a mobile device with all the relevant functions at his/her fingertips.



Sales Analytics

Modern UI dashboards to drill into relevant KPIs, such as store traffic, sales, loyalty, site conversion, both on desktop and mobile and with touch analytics



Enterprise collaboration

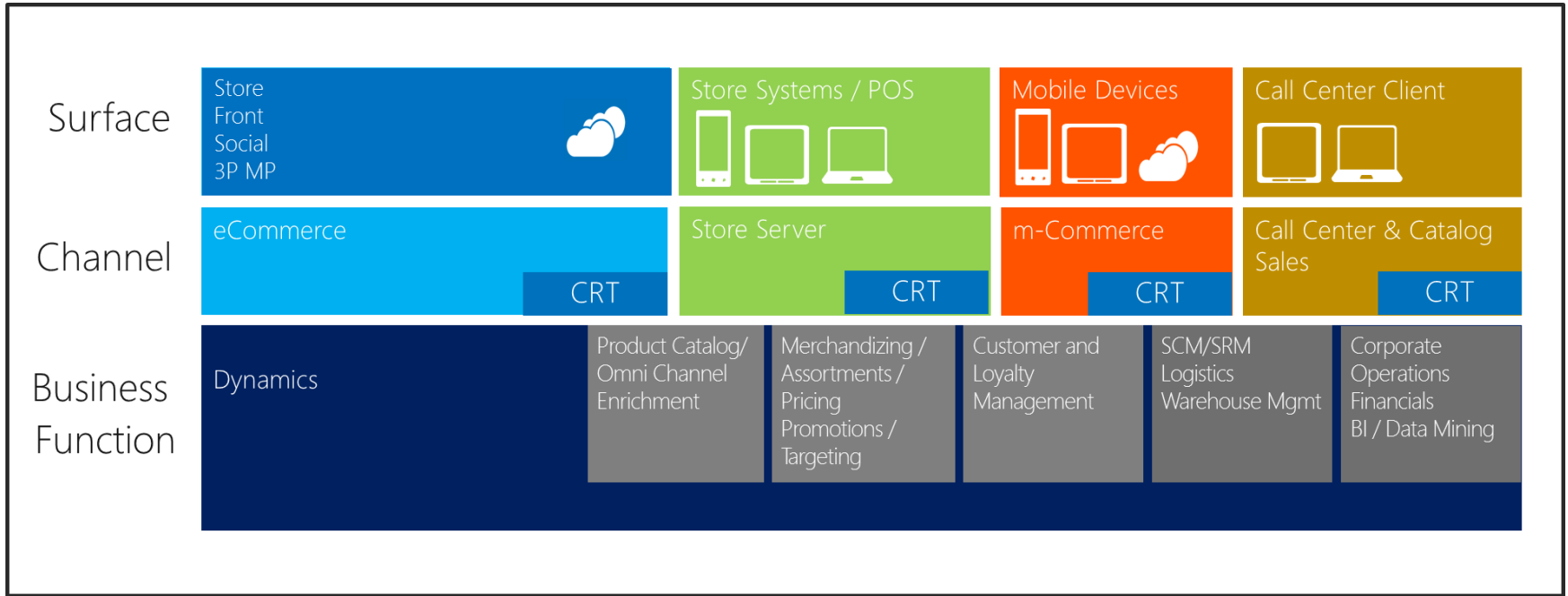
Find experts, share information within and across stores and improve employee engagement.



Training

Provide just in time training to store associates.

Delivering Immersive Customer Interactions



What is the Likely Slowdown for Companies?



Two-speed IT organization
Innovators dilemma