



DIGITAL STRATEGIES

TO IMPROVE THE IN-STORE

CUSTOMER EXPERIENCE



**POWER
REVIEWS**



Highlights



- Strategies for maturing your digital strategies online and in-store for consistent customer experiences
- Strategies for delivering relevant content to customers across digital channels/touchpoints
- The role of user generated content (UGC) in multi-channel digital strategies
- Strategies for leveraging UGC such as ratings and reviews across channels

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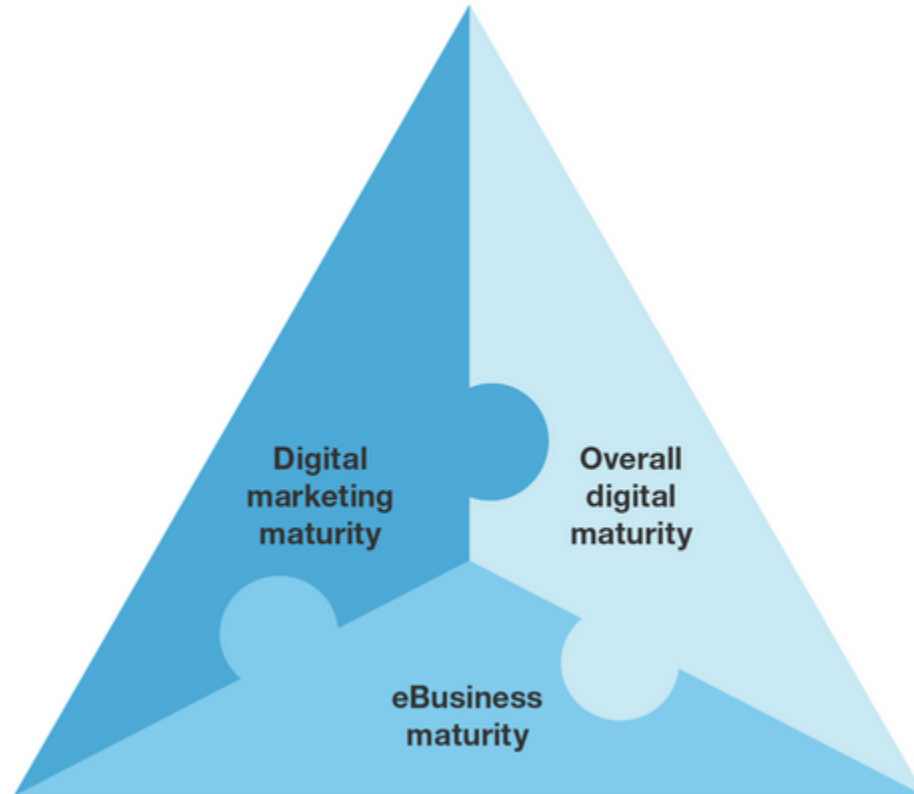
CHALLENGE THINKING. LEAD CHANGE.

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Improve Customer Interactions and In-Store Experiences

Sucharita Mulpuru, VP & Principal Analyst

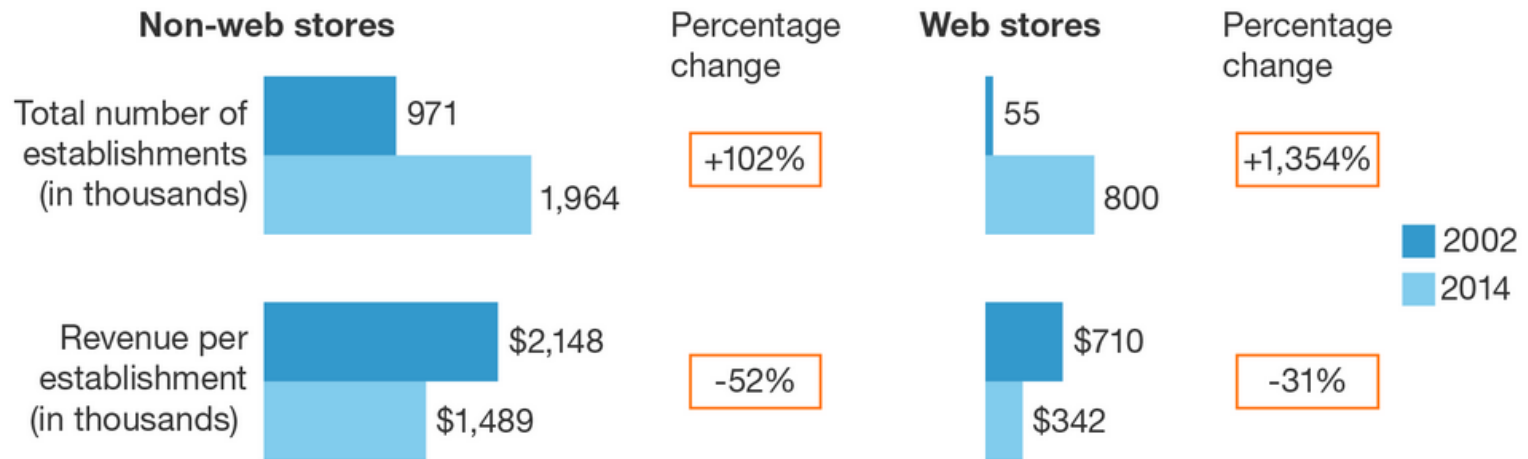
Digital maturity isn't just a single thing



Many firms haven't mastered it

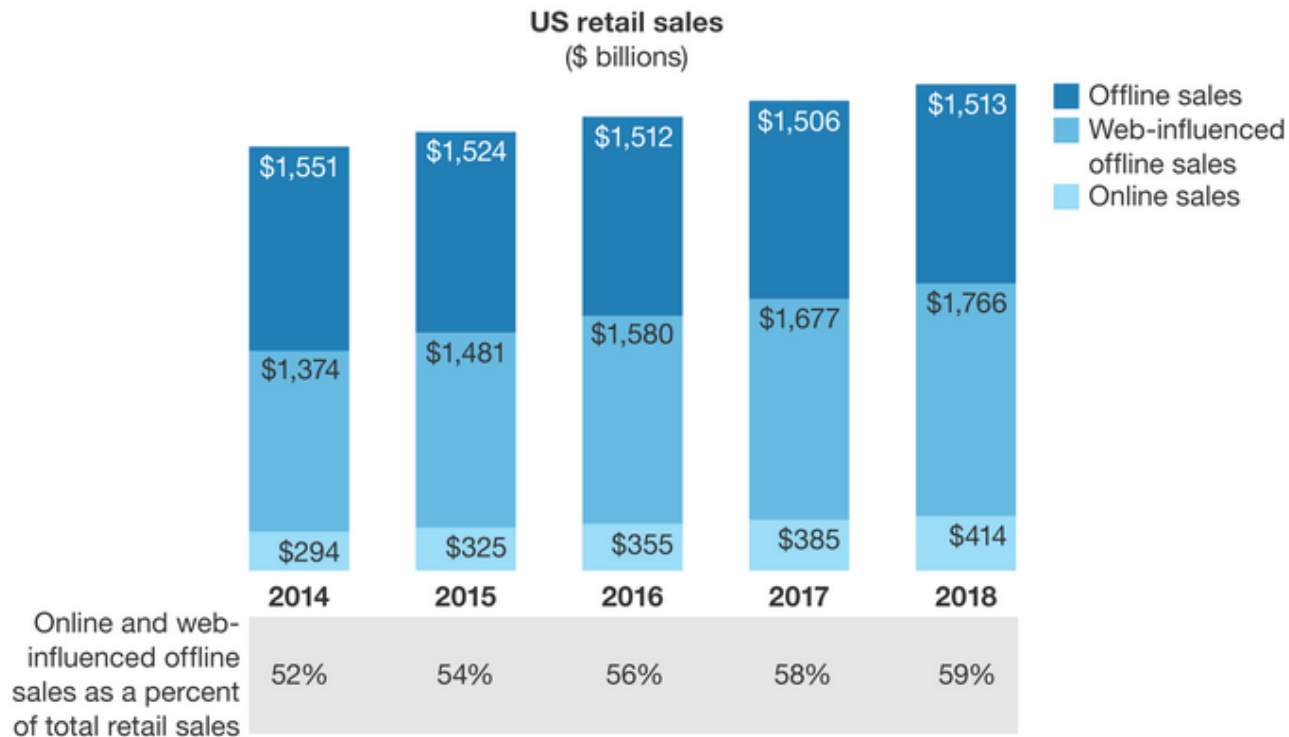
Digital module	Maximum possible score	Average score of retailer respondents
Overall digital maturity	36	23
eBusiness maturity	36	23
Digital marketing maturity	36	24
Total	108	70

Retail is now more competitive than ever



Source: US Census; National Retail Federation; Forrester Research estimates

eCommerce raises the bar for stores




Source: Forrester Research Web-Influenced Retail Sales Forecast, 2013 To 2018 (US)

Digital store technologies are plentiful but not always useful

Technology	Years					Notes
	<1	1-3	3-5	5-10	>10	
Location technology	→	→				As retailers accept the mobile mind shift*, location technologies such as beacons and NFC will evolve past their payments and marketing uses today, to unlocking VIP experiences in-store.
Contextual augmented reality	→	→				Retailers will enhance today's gimmicky augmented reality applications and can add value by including contextual information.
Electronic tags		→	→			Today's electronic tags for inventory management and payments will continue on, but new experiential uses will come into play such as unlocking unique content or enabling "shop the look" — style functionality in any context.
Remote product experts		→	→			Advocates or experts can be better sales people than customer service reps or sales associates. Retailers will be using a combination of local sales associates and remote advocates or experts in-store.
Face/body scanning		→	→			The use case for this technology will remain largely to drive engagement rather than to make a sale. However, facial cues (e.g., glances, smiles) may become part of store KPIs.
Wearable technology		→	→			This technology will augment today's mobile point-of-service devices for sales associates providing additional services.
Smart countertops			→	→		An extension of today's interactive displays this technology will be used for product research, comparison, and configuration in-store.
3D printing				→		This technology enables the retailer to make the inventory it needs, in addition to providing immediate product fulfillment and personalization.
Interactive robotics					→	Interactive robotics will eventually make the leap from factory line to store floor for repetitive tasks like pick, pack, and ship especially as store fulfillment becomes standard procedure.

→ Pay attention → Determine market applicability

*The mobile mind shift is the consumer expectation that they can get what they want, anytime they want, in their immediate context.



The Mobile Mind Shift:
The expectation that any desired information or service is available, on any appropriate device, in context, at your moment of need.

Content is a significant use case of mobile in stores



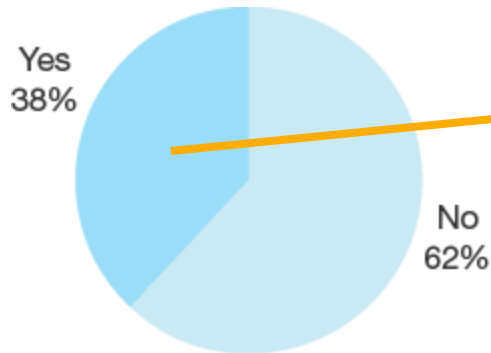
Base: 3,105 recent online shoppers

Source: Bizrate Insights/Forrester Mobile Flash Survey, Q2 2014

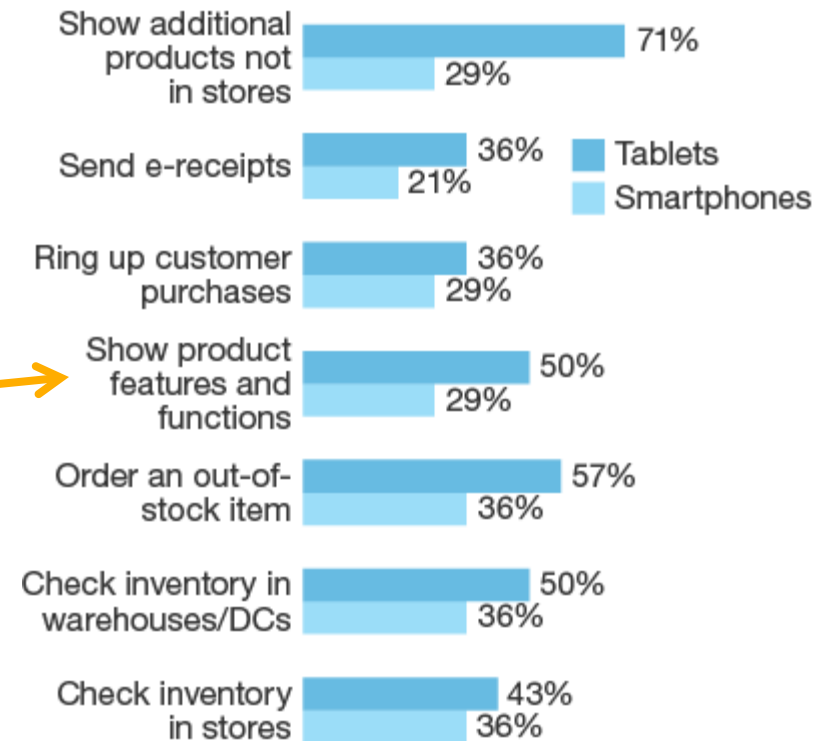
Product information can drive sales

Retailers who DO equip employees with apps focus on product information.

“Do you provide any special mobile apps for your store associates via smartphones/tablet devices?”



Features provided on store associate apps



Base: 52 online retailers

Source: “The State Of Retailing Online,” a Shop.org study conducted by Forrester Research

Even when content isn't digital it can still be effective



More retailers are investing in content

“Which mobile site features and functions are you investing in this year?”

Smartphones



Tablets



Base: 52 online retailers

Source: “The State Of Retailing Online,” a Shop.org study conducted by Forrester Research

Thank you

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57%

of consumers
specifically seek
out websites with
product reviews

A man in a dark suit, white shirt, and patterned tie is looking down at his smartphone. He is standing in a market or food hall. In the background, there are signs for 'CONG S' and 'MAR'. There are various food stalls and displays around him.

57%
of consumers
want reviews in-
store



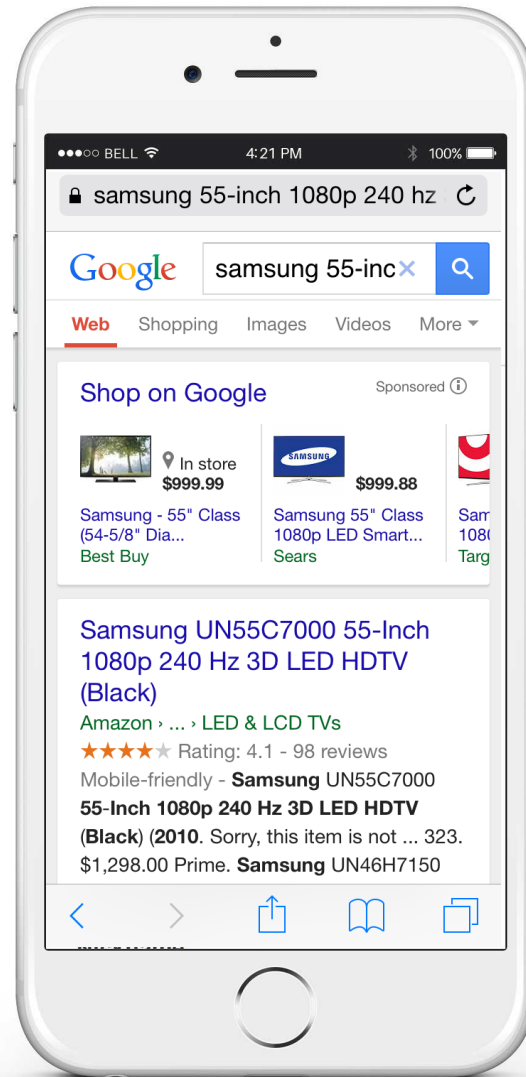
60%

of mobile-shoppers agree that helpful online reviews makes them more likely to purchase in-store

50%

of consumers regularly seek out info and reviews on mobile devices in-store

Consumers will find review content



Product Tag Display

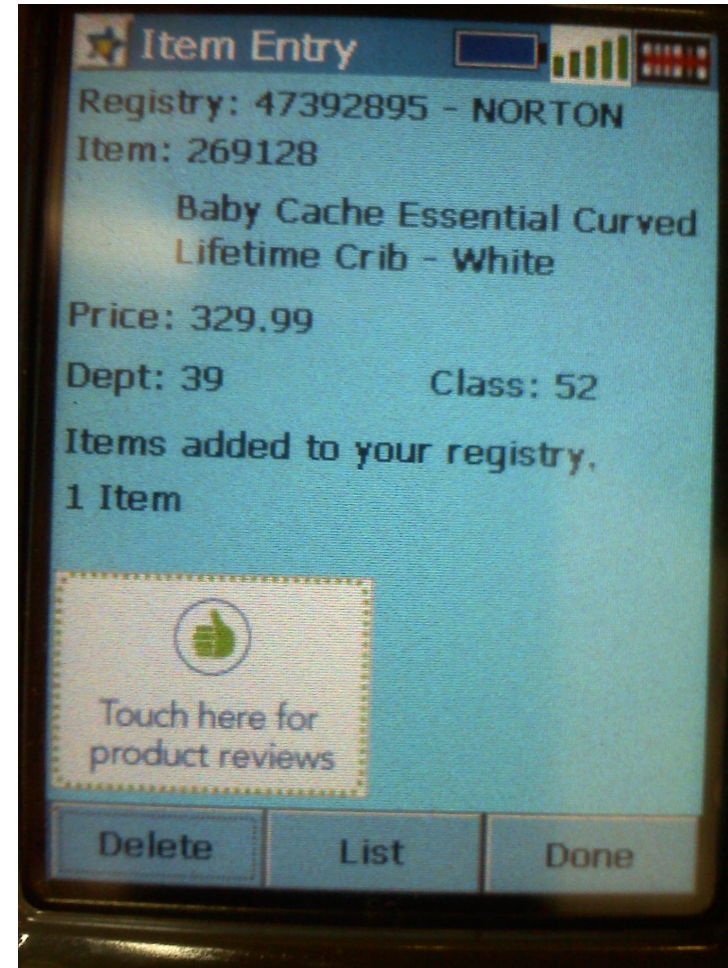
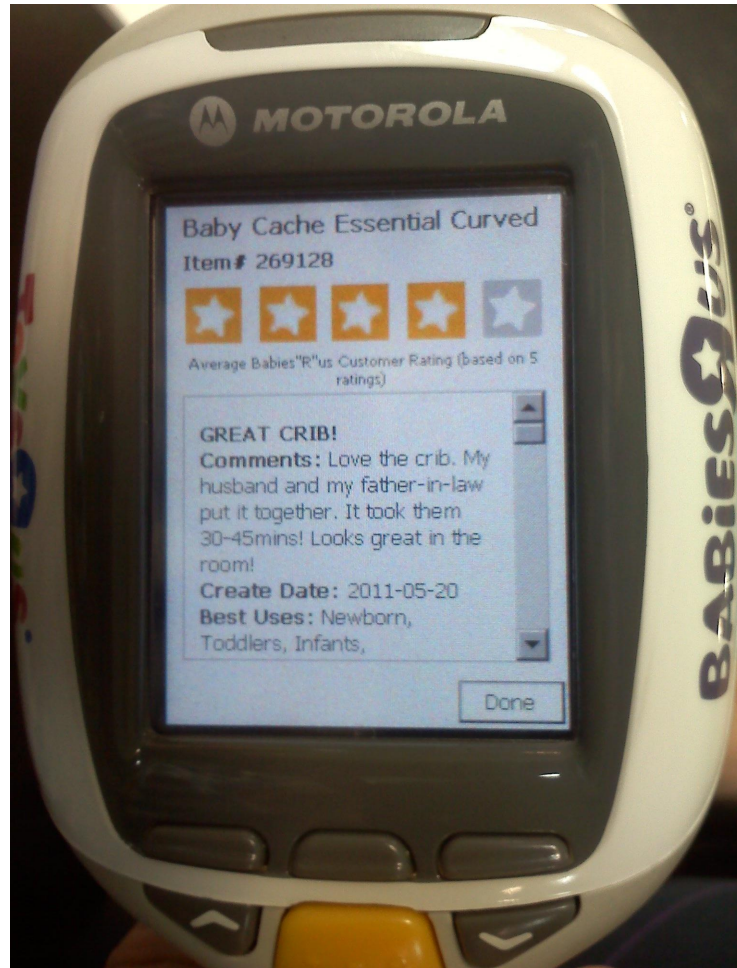


Printed review content in-store



GNC
LIVE WELL

Reviews in registry scanners



In-store opportunities for consumer reviews



Consumer driven



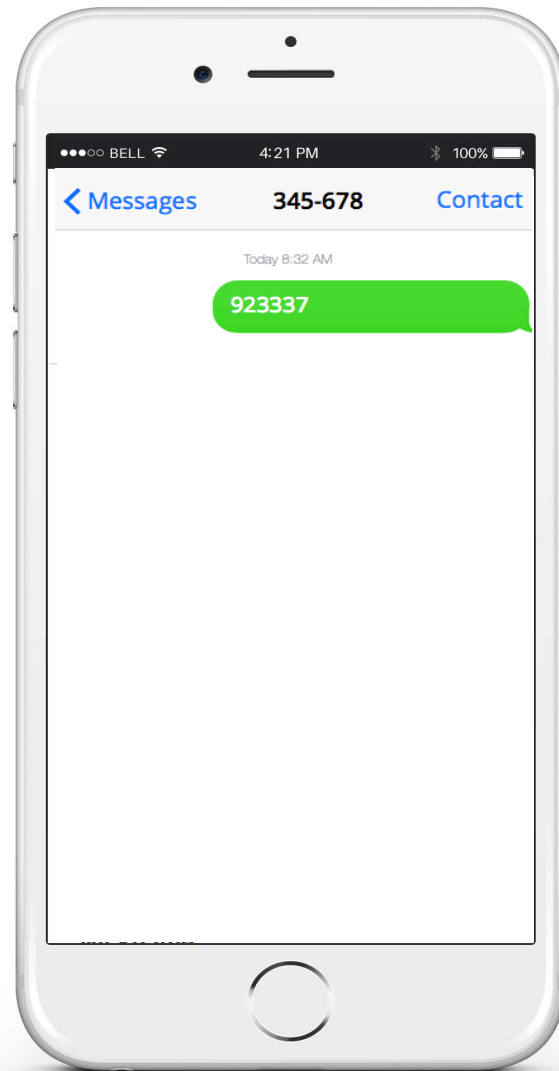
- Kiosks
- Digital signage
- Interactive displays
- Push notifications
- NFC tag taps
- QR code scans
- Bar code scans
- Electronic shelf labels
- Apps
- SMS to receive reviews

Associate driven

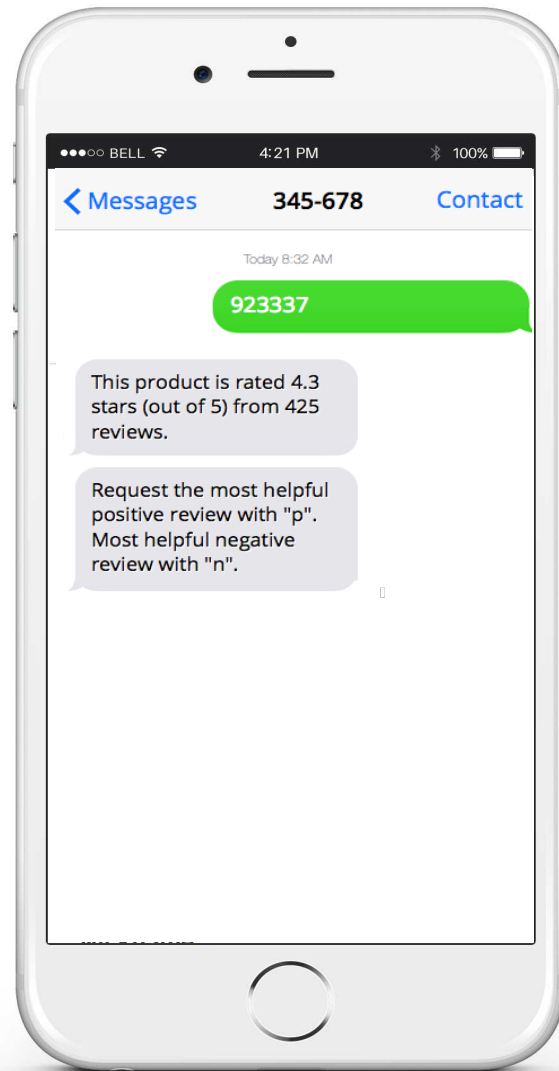


- Tablets
- Scanners
- Beacons

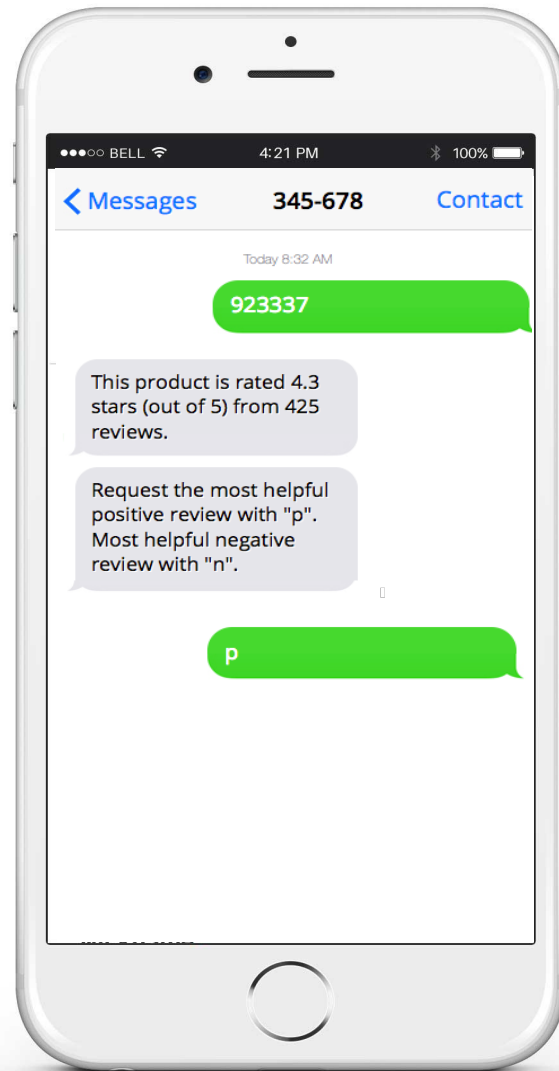
SMS-based in-store reviews



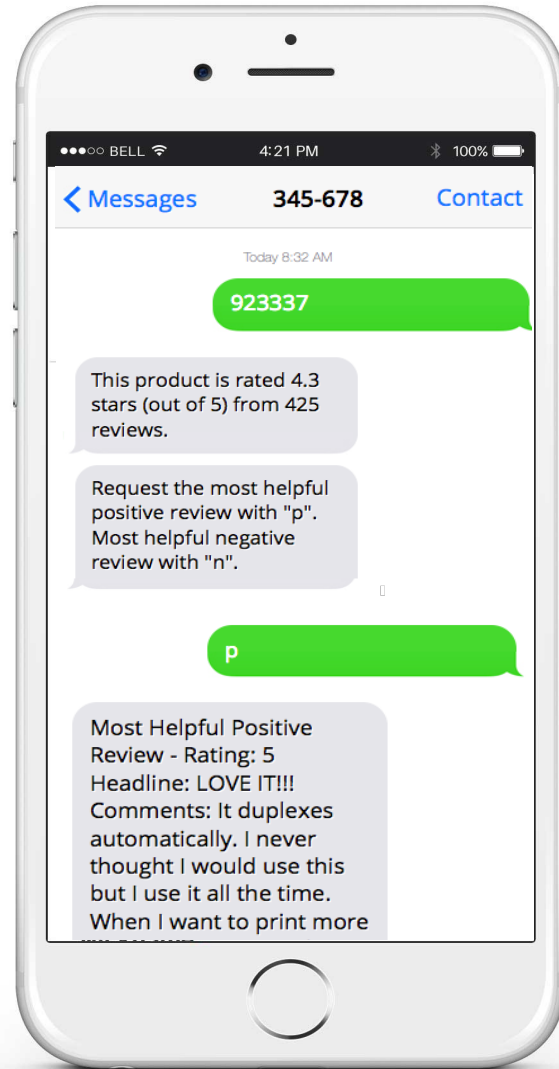
SMS-based in-store reviews



SMS-based in-store reviews



SMS-based in-store reviews



Integrating digital into brick & mortar experience




iPad 3:14 PM 32%

bloomingdale's CALL FOR ASSISTANCE MENU

WELCOME to the BLOOMINGDALE'S FITTING ROOM

TOUCH ANYWHERE TO BEGIN



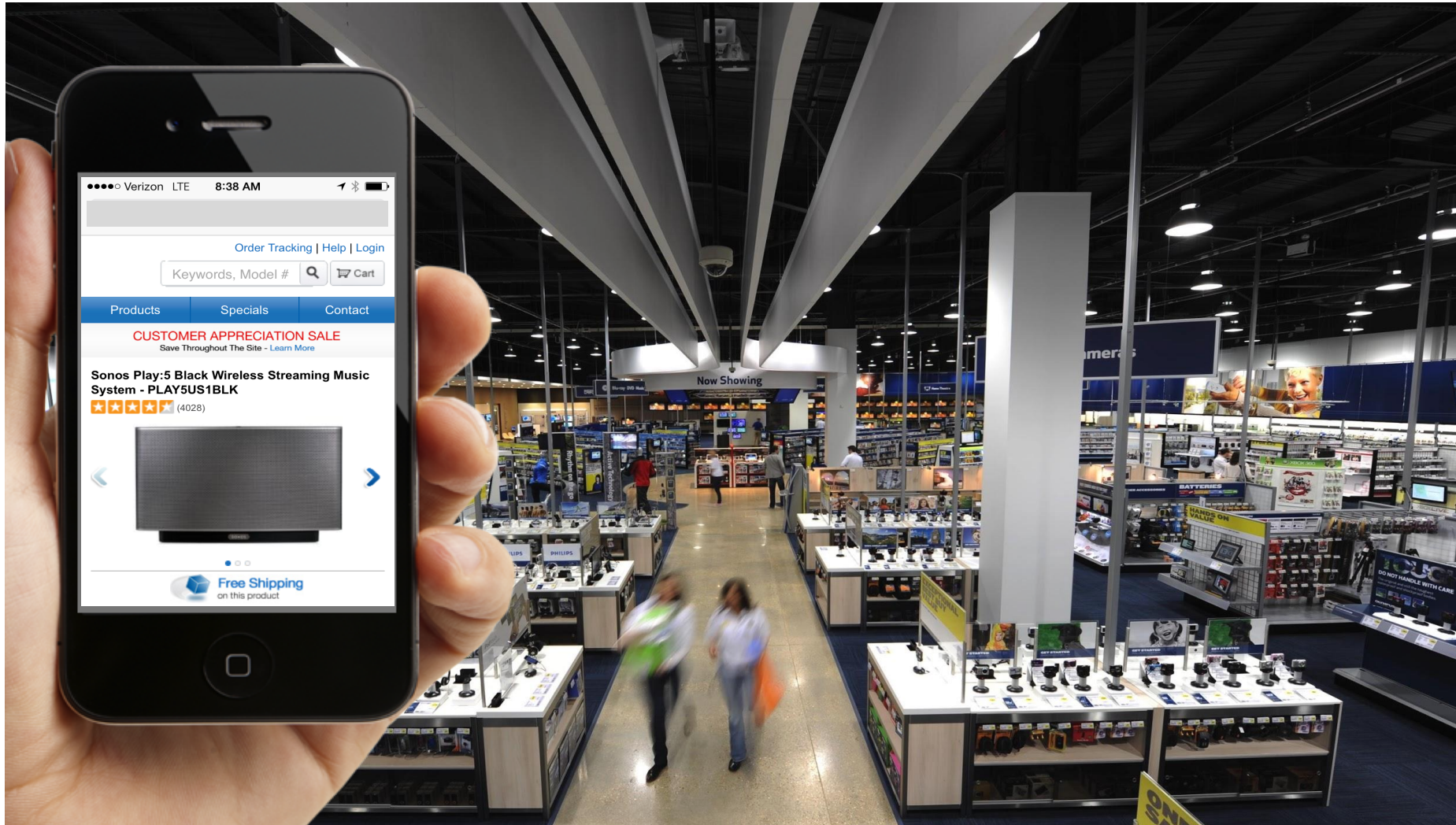
MY ITEMS (8) MY REQUESTS (2) MY FAVORITES (0)

SCAN YOUR ITEMS

Digital signs & kiosks



Hyper-Relevance: Beacons and Mobile Phones





Three immediate actions

- Ensure your website is mobile friendly
- Ensure reviews are added to your mobile app
- Make review content accessible in any digital touchpoints you have in-store with consumers or associates

THANK YOU



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