WELCOME TO THE WEBINAR

WHILE YOU WAIT

Think about:

- When was the last time you asked your customers which in-store experience they crave?
- When was the last time you innovated your retail operations?
- Do you have the right technical setup to grow your business?





BYTES OF IMPACT
THE FUTURE OF IN-STORE EXPERIENCE

10th of March, 2021

IMPACT™

AGENDA

01 INTRODUCTION
Introduction to the speakers & IMPACT

02 WHY IN-STORE EXPERIENCES MATTER
Todays consumer behaviour and perspectives on shopping experiences

03 IN-STORE TRENDS
The most important future trends within in-store experiences to create both commercial and customer value

04 STARTING POINTS
Starting points to innovating your in-store experience

05 Q&A
Ask questions in the Q&A box in Zoom and we will answer as we go along and in the end



WHAT TO EXCPECT OF TODAYS WEBINAR

01. THE ANSWER TO WHY YOU SHOULD FOCUS ON THE FUTURE OF YOUR RETAIL OFFERING

02. INSIGHTS TO TRENDS, EXECUTION, VALUE AND ATTENTION POINTS

03. ADVICE ON WHERE TO FOCUS YOUR ENERGY

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SPEAKERS



KAROLINE

E-Business Consultant

AREAS OF EXPERTISE

- *Digital strategy*
- *Concepts & roadmaps*
- *Business cases*
- *Omnichannel Index, 2018 & 2020*



LINE

User Experience Designer

AREAS OF EXPERTISE

- *User research & Customer Journey*
- *Concept development & UX design*
- *Omnichannel in-store experiences*



IMPACT™

FOUNDED
1998

225+
EMPLOYEES

AARHUS
COPENHAGEN
ODENSE
LISBOA

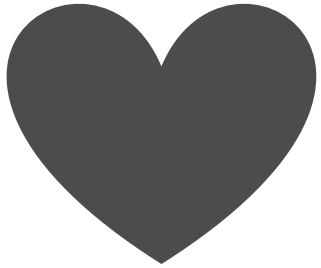
100%
FOCUS ON
DIGITAL COMMERCE

8 X GAZELLE

MARKET
LEADER
COMMERCE

REVENUE
+DKK 175 MIO

LONG LASTING
CUSTOMER RELATIONS
(CSAT 4.2 / 5)



DIGITAL COMMERCE



PEOPLE



RESULTS

"Together we transform omni-channel commerce.

We deliver excellent results. Always. That's IMPACT."

100% DIGITAL

We work with strategy, implementation of platforms and digital marketing. We are dedicated to optimiza and create results through close and unique relationships with our customers.

Awards (selection):

- *E-handelsprisen, Gold, 2018*
- *E-handelsprisen Best B2C, 2018 & 2019*
- *E-handelsprisen Bronze, Best Omnichannel, 2018 & 2020*
- *Danish Digital Award, GOLD; 2018 & 2019,*
- *Danish Digital Awards, Personalisation, Bronze; 2020*
- *Salesforce Customer Satisfaction Score avg. 9,2*
- *Sitecore Best Web Content & Commerce Experience*
- *Umbraco, Gold Partner, Best editing experinece, 2020*
- *EpiServer Solution Partner of the year, 2018*
- *Raptor Gold partner*
- *InRiver partner of the year, 2019 & 2020*



02. WHY IN-STORE EXPERIENCE MATTER

TODAYS CONSUMER BEHAVIOUR

We see 3 significant movements within customer behaviour and expectations which changes the customers attitude towards physical stores

- The omnichannel customer journey
- The rise of experience economy
- Convenience is key

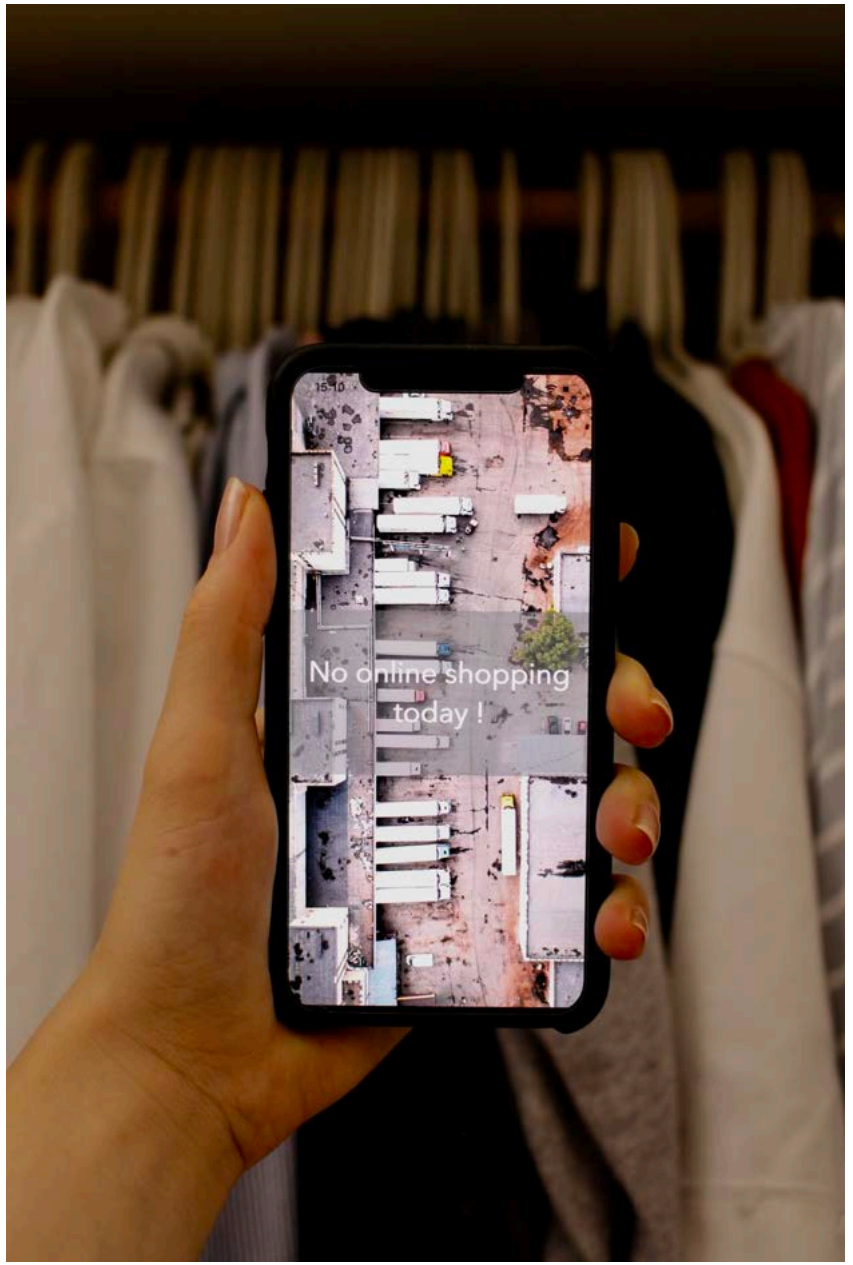


TODAYS CONSUMER BEHAVIOUR

The omnichannel customer journey

The rise of experience economy

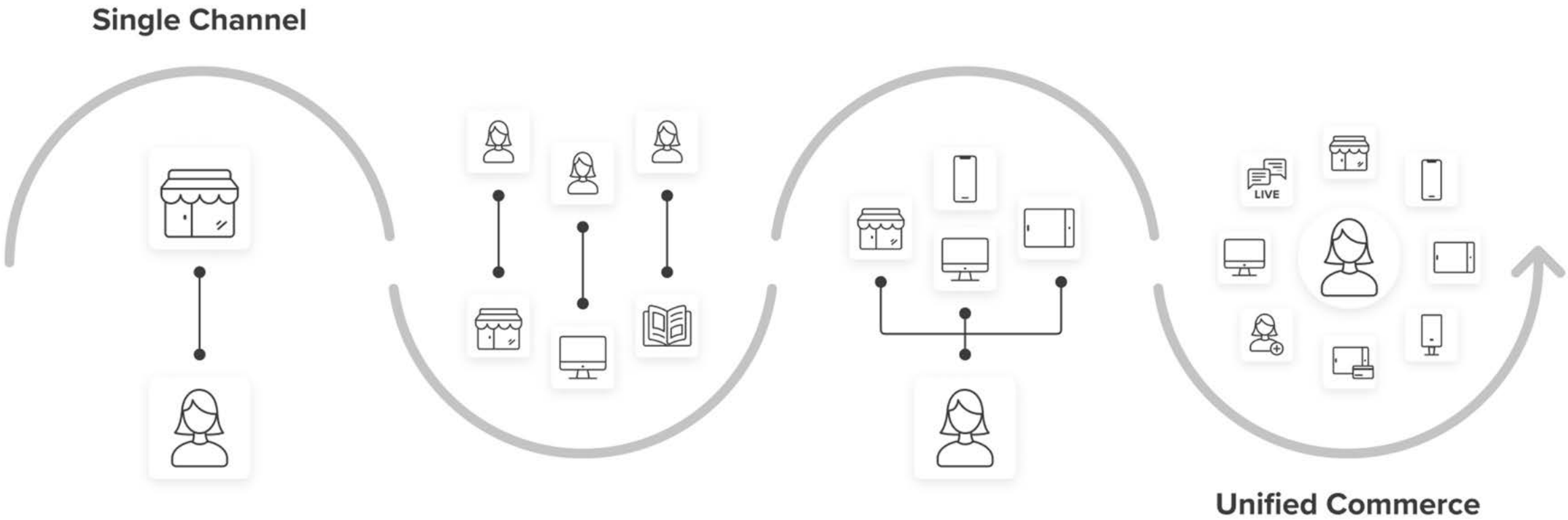
Convenience is key



OMNI-CHANNEL EXPERIENCES

"An omnichannel experience, is a holistic, seamless shopping experience, where the customer feels in power to choose and use the channels they see fit at any time and place."

FROM SINGLE CHANNEL TO UNIFIED COMMERCE



TODAYS CONSUMER BEHAVIOUR

The omnichannel customer journey

The rise of experience economy

Convenience is key



People don't have to go to stores anymore - they have to want to go to stores

LEE PETERSON

WD partners

TODAYS CONSUMER BEHAVIOUR

The omnichannel customer journey

The rise of experience economy

Convenience is key



SPECTRUM OF IN-STORE EXPERIENCES

SEAMLESS

MEMORABLE



Convenient	Interesting
Efficient	Inspiring
Goal oriented	Experience oriented
Logic	Feelings
Self-service	Personal Service
Shopping to get product	Shopping to for fun
Necessity	Self-indulgence
Groceries	Interior design
Basic Apparel	Branded Apparel
Cheaper products	Luxury goods

NEW TYPES OF STORES EMERGING

- Pop up stores – create awareness
- Showroom stores – showcase products
- Experience store – connect with the brand and create conversations about the experience and products
- Community stores – a place where customers interact with a community
- Fulfilment stores – bring distribution closer to the customer and provide instant delivery and being a service center
- Food and beverage – give customers another reason to visit and stay longer









03. FUTURE IN-STORE TRENDS

CONNECTING TRADTIONAL IN-STORE TOUCHPOINTS

The Customer

Personal devices

Sales Personnel

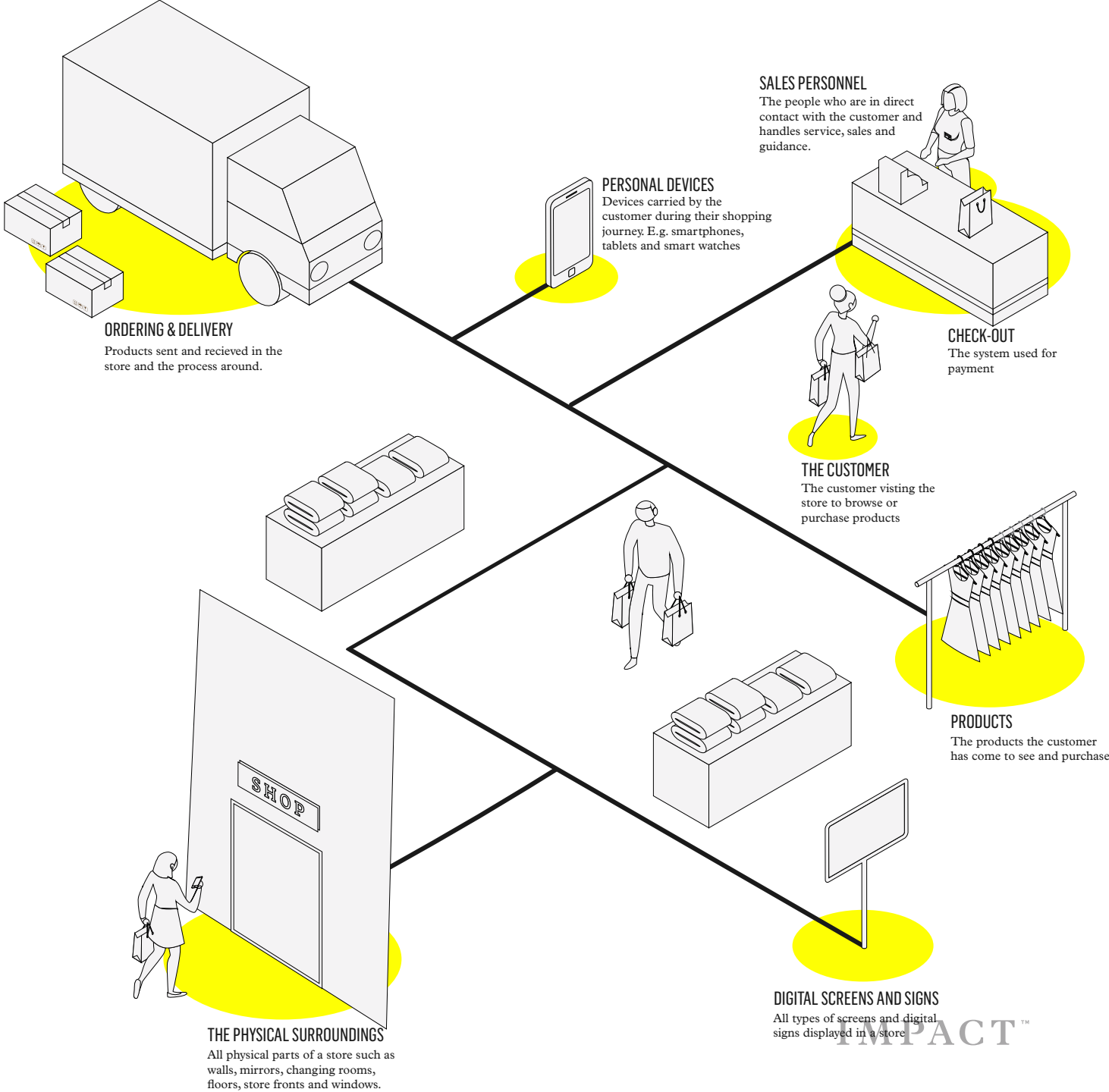
Digital screens and signs

Products

Check-out

Ordering and delivery

The physical surroundings



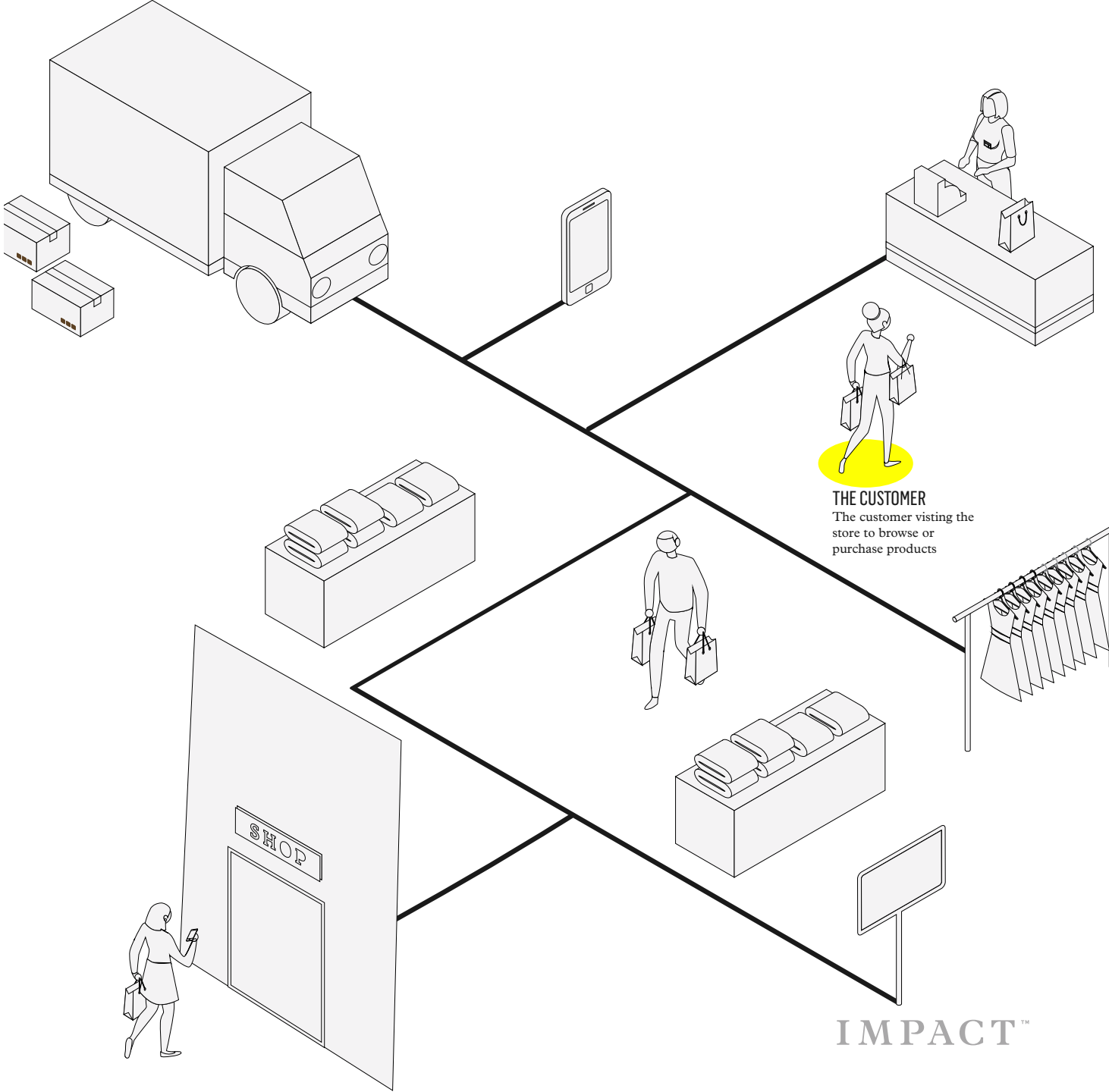
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THE CUSTOMER

Trend 1: In-store analytics

Trend 2: Proximity marketing

Trend 3: Personalised adds in-store





IN-STORE ANALYTICS

Description of trend

Using in-store tracking to monitor who your customers are and learn about their movement patterns and shopping habits.

Customer value

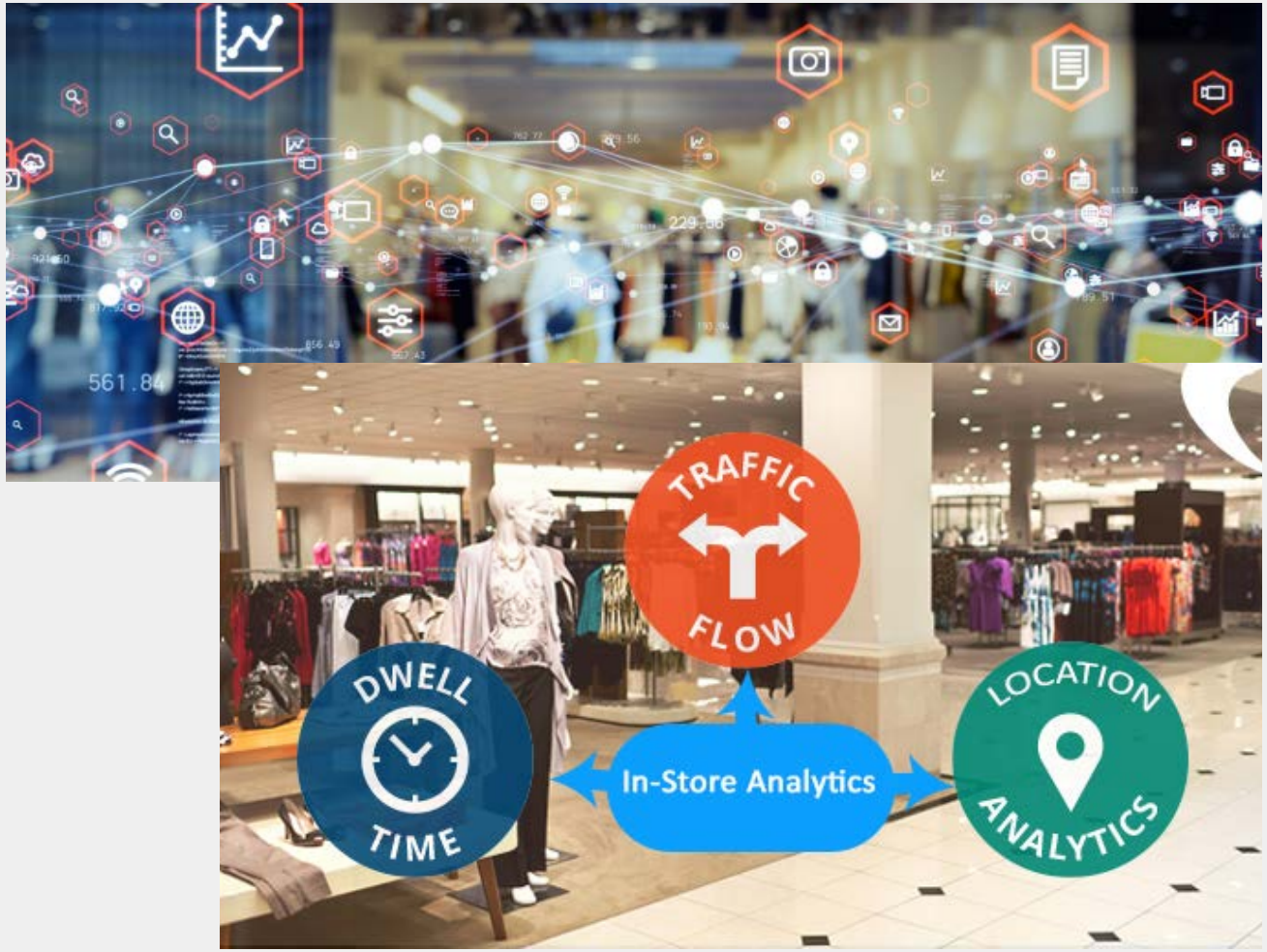
Designing an in-store journey tailored exactly to your customers based on data will provide customers with a better experience.

Commercial value

Knowledge about e.g. time to serve, time spent in the store and performance of sale displays can help raise in-store conversion. It also allows the possibility to detect abandonment behaviour and learn how to prevent it.

Pitfalls and attention points

Make sure your data is analysed and made actionable for both store managers and employees.





PROXIMITY MARKETING

Description of trend

Providing customers who are near or inside your store with special offers or discount based on location services.

Customer value

Creating a personalised experience where the customers feels rewarded for coming to the store in a seamless manner.

Commercial value

Give customers a reason to come to the store more often and increase drive to store.

Pitfalls and attention points

Too many offers might seem intrusive and proximity marketing is getting harder to succeed with because privacy settings are getting more strict.





PERSONALISED DIGITAL SIGNAGE

Description of trend

Personalise digital signage to fit the customer standing in front of them or the local customer group in general. One way to utilize in-store analytics.

Customer value

Creating a more relevant and personalised experience embedded in with the store experience and less invasive than proximity marketing

Commercial value

Raise sales by showing more relevant products to customers. Possibility to effortlessly change signage and test new strategies for a specific target group. Can be controlled by both local stores or centeralised marketing unit.

Pitfalls and attention points

Might still be in the future to show personalised signs for the individual customer. But tailoring signs and adds in the store to the local target group can also get you a long way.

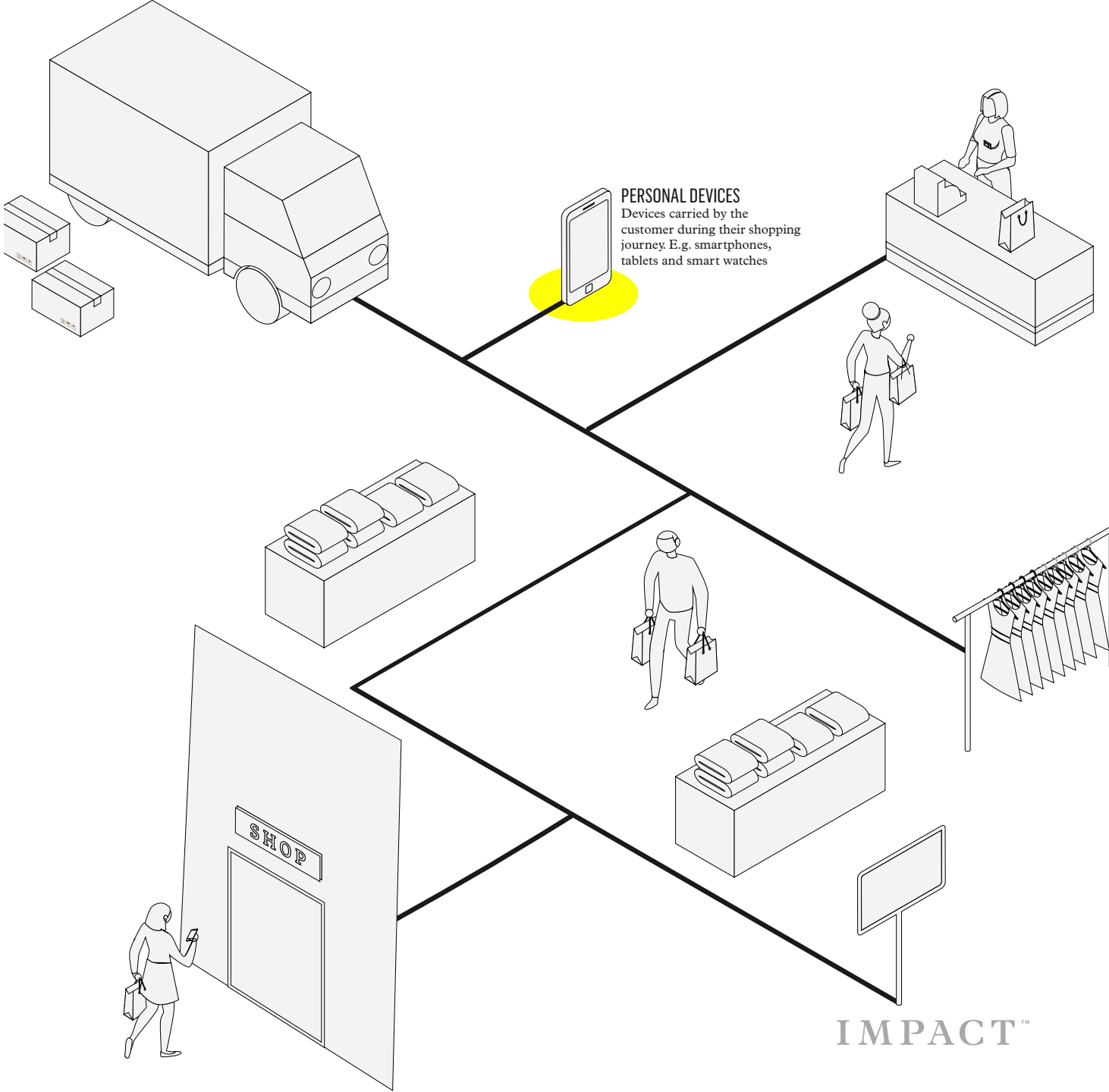


PERSONAL DEVICES

Trend 1: Omnichannel apps

Trend 2: App Clips

Trend 3: Mobile website optimised for in-store use



OMNICHANNEL APPS

Description of trend

Apps which delivers features relevant through the whole customer journey and multiple touchpoints with specific features focused on improving the in-store experience.

Adidas and H&M in-store app

Customer value

Next-level in-store service. Convinience. Inspiration. Brand presence where the customer is present.

Commercial value

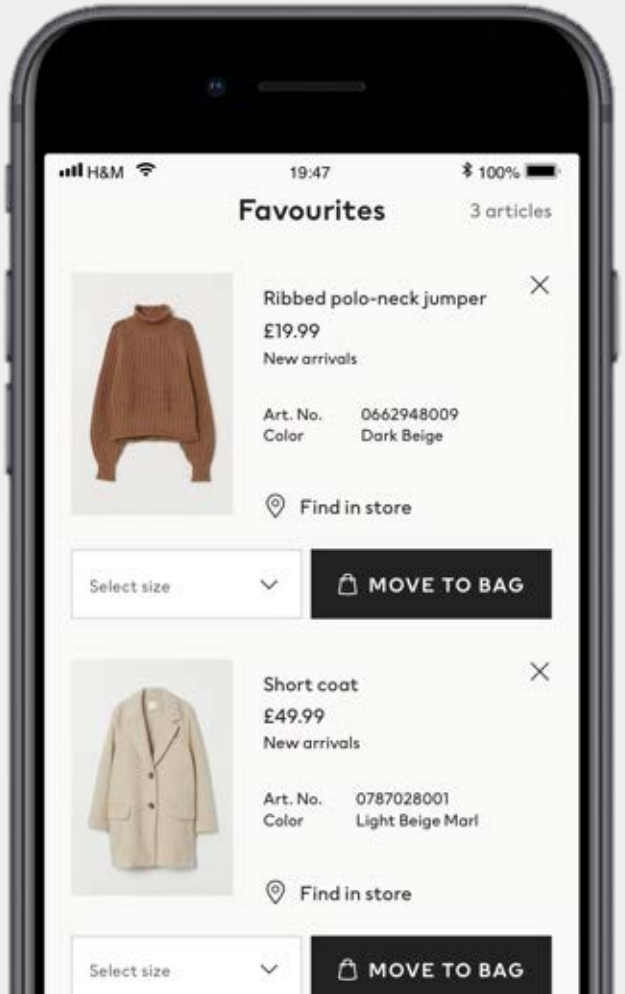
Data collection and utilization. Unified commerce. Differentiation.

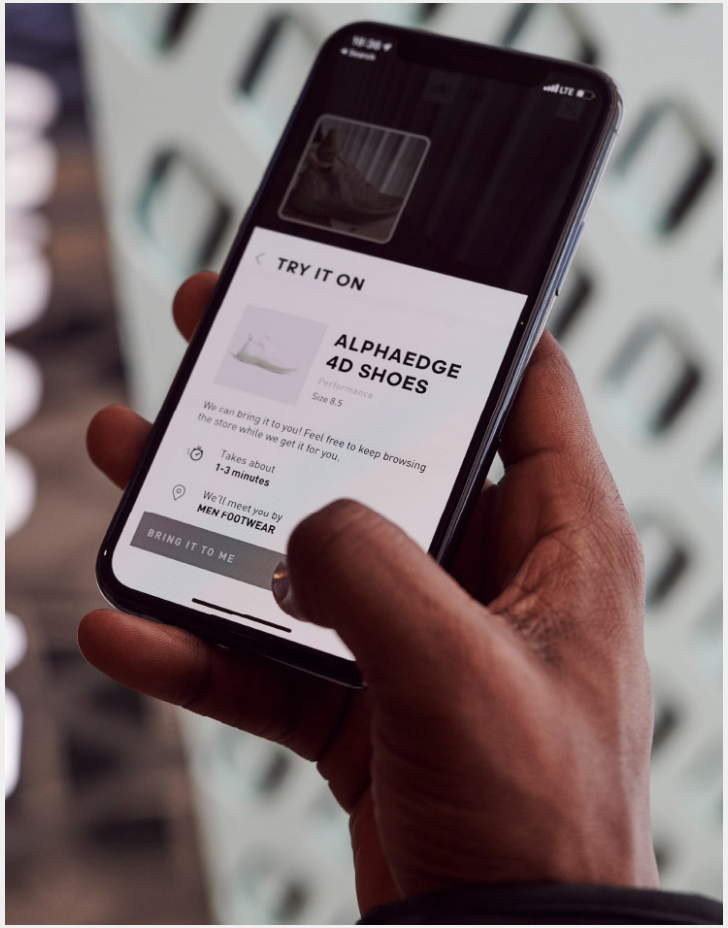
Pitfalls and attention points

Ensure you know the value adding service of your app.

Not having the right technical competencies or tech stack for app.

Don’t do bad UXD on an app – attention span and forgiveness towards a bad experience is even lower on app than on web.





APP CLIPS

Description of trend

A small part of an app. Which give you exactly what you need when you need it.

Customer value

Easy to use and get what you need without distractions.

Commercial value

Push for specific customer actions and ensure a high service level.

Pitfalls and attention points

As app clips are only a small part of an app it can in no way replace your app and it should only offer one simple service.



MOBILE WEBSITE OPTIMISED FOR IN-STORE USE

Description of trend

Optimise your mobile webshop to play together with your in-store experience and provide advantages from online shopping within the physical store.

Customer value

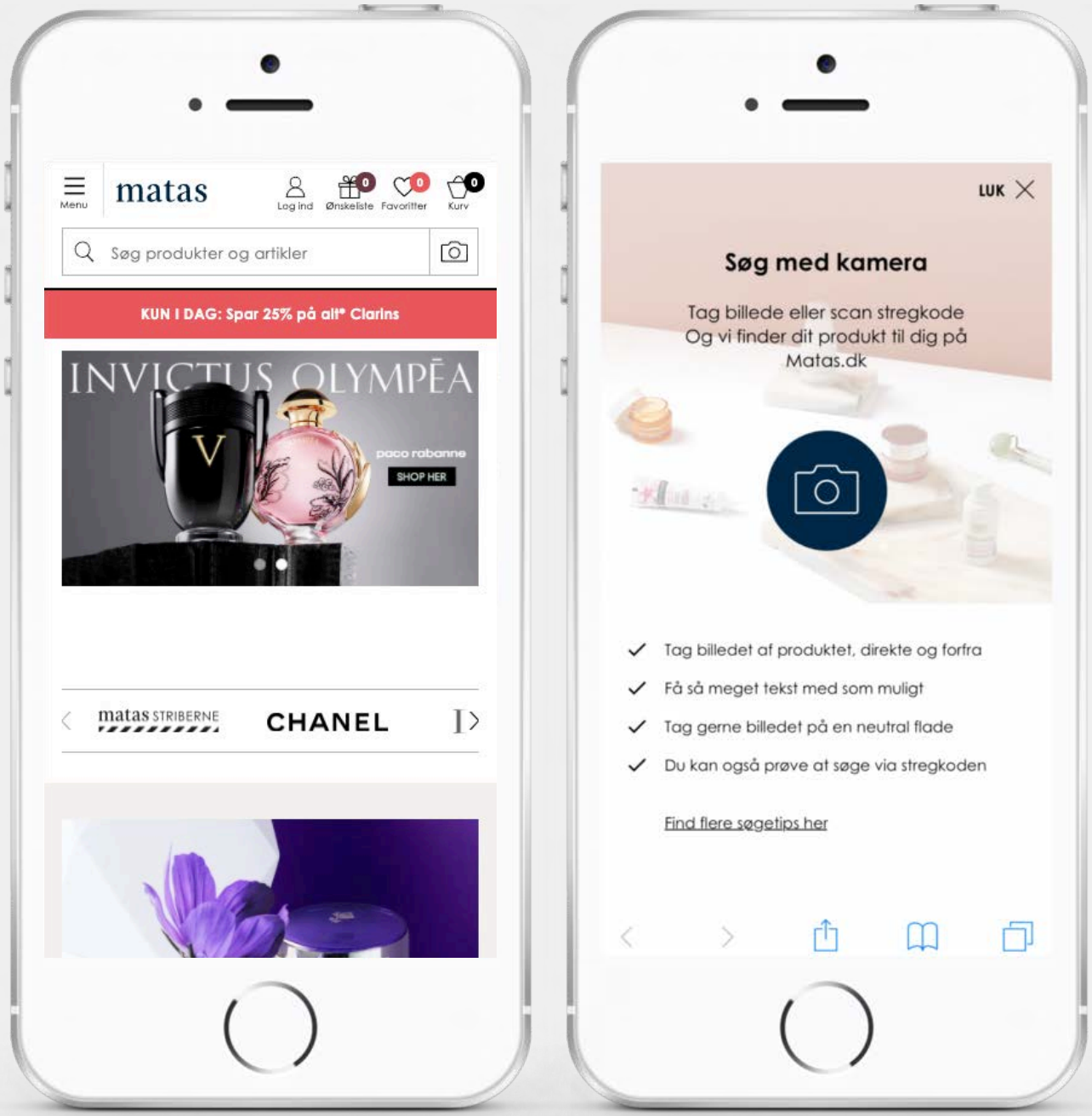
Provide the information rich experience of online shopping including reviews, product data and related products in combination with having the physical product in your hand. Convenient and without waiting for an employee.

Commercial value

Use existing website to support customers in a new way. Stay in control of the channels the customers uses in your store, and provide on-demand information the customer needs to make a purchase decisions.

Pitfalls and attention points

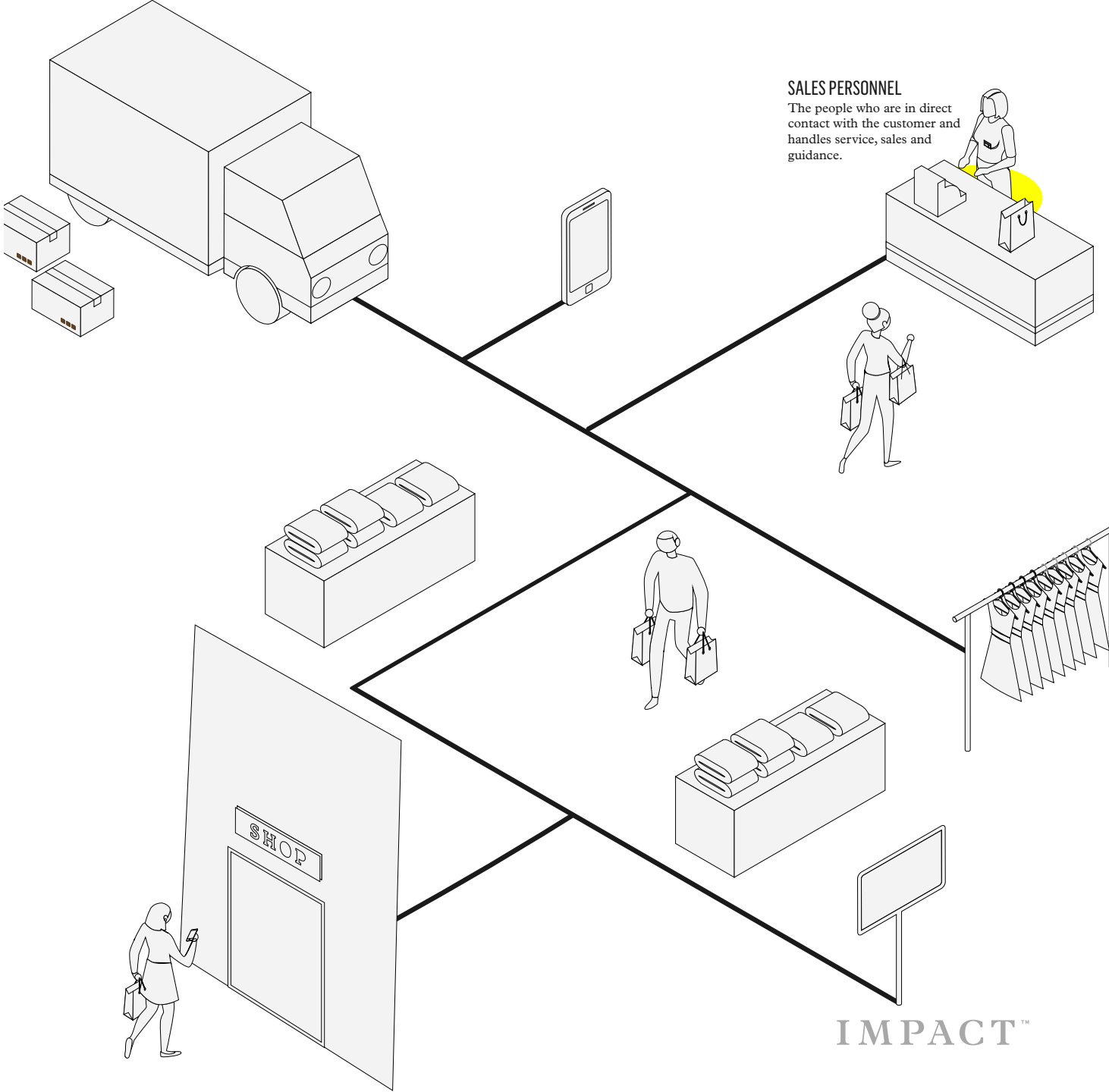
Give easy access and make your in-store customer aware of this option, to make sure they do not just Google the product.



SALES PERSONEL

Trend 1: Single view of data

Trend 2: Promote specialists online





SINGLE VIEW OF DATA

Description of trend

Sharing all relevant customer and inventory data collected across channels and utilizing it in-store.

Customer value

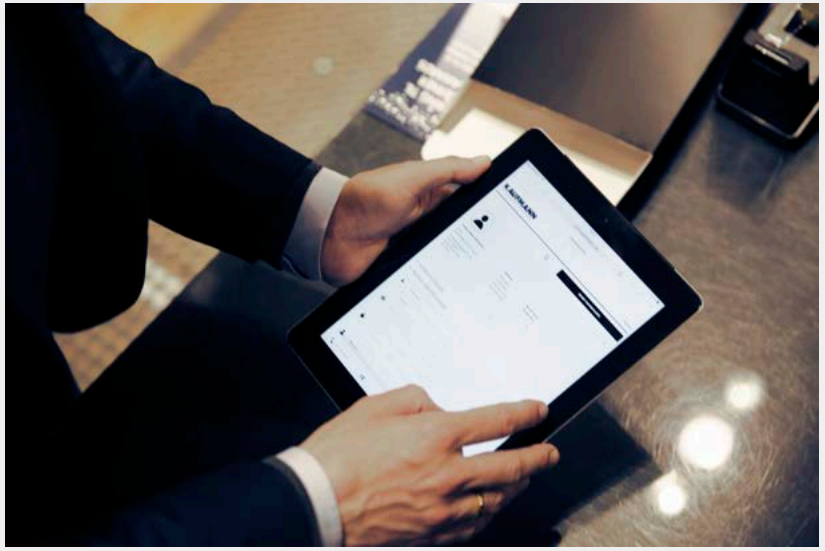
Getting a personalised and relevant experience where the customer can buy what they won't, when they want and get it delivered from and to where it makes most sense.

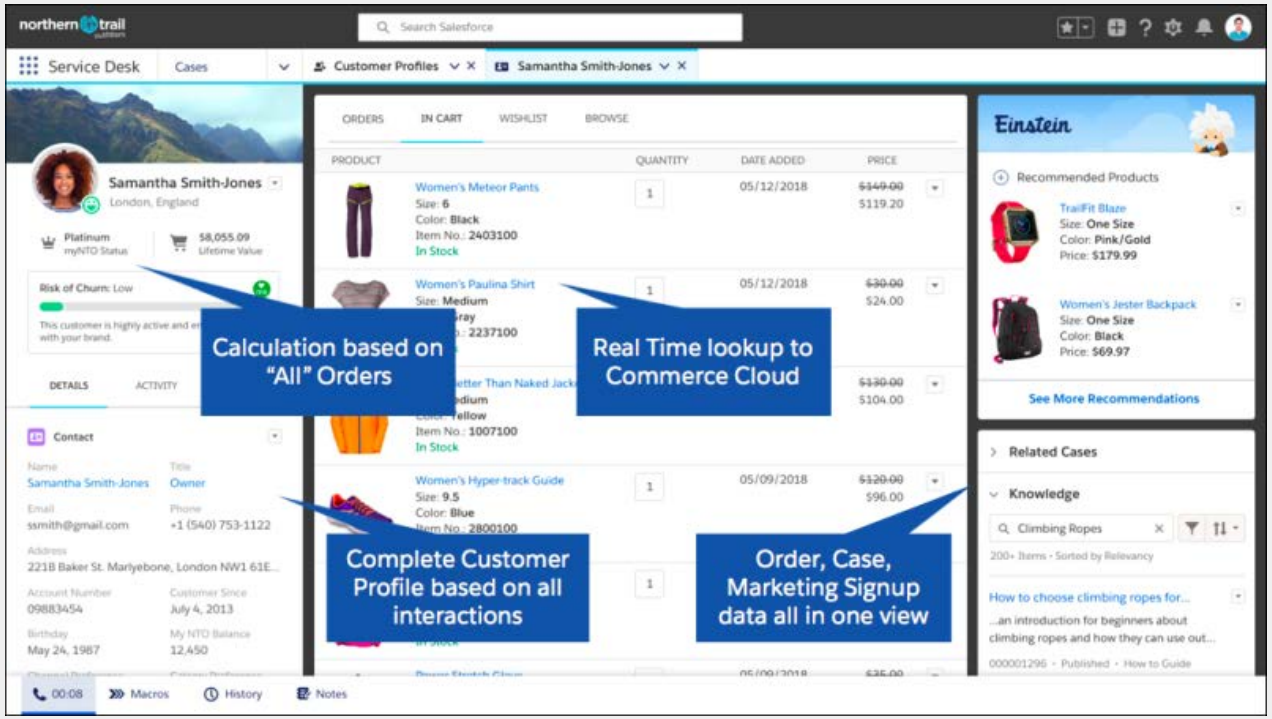
Commercial value

Enabling up and cross sales based on behaviour. Ensuring the right marketing spend by using in-store data in your online channels.

Pitfalls and attention points

Ensuring adaption in-store. Implementing the right technical setup. Actually using the data.





SALES PERSONNEL



PROMOTE SPECIALISTS ONLINE

Description of trend

Utilizing your in-store staff's specialist knowledge online – with video commerce, chat etc.

Customer value

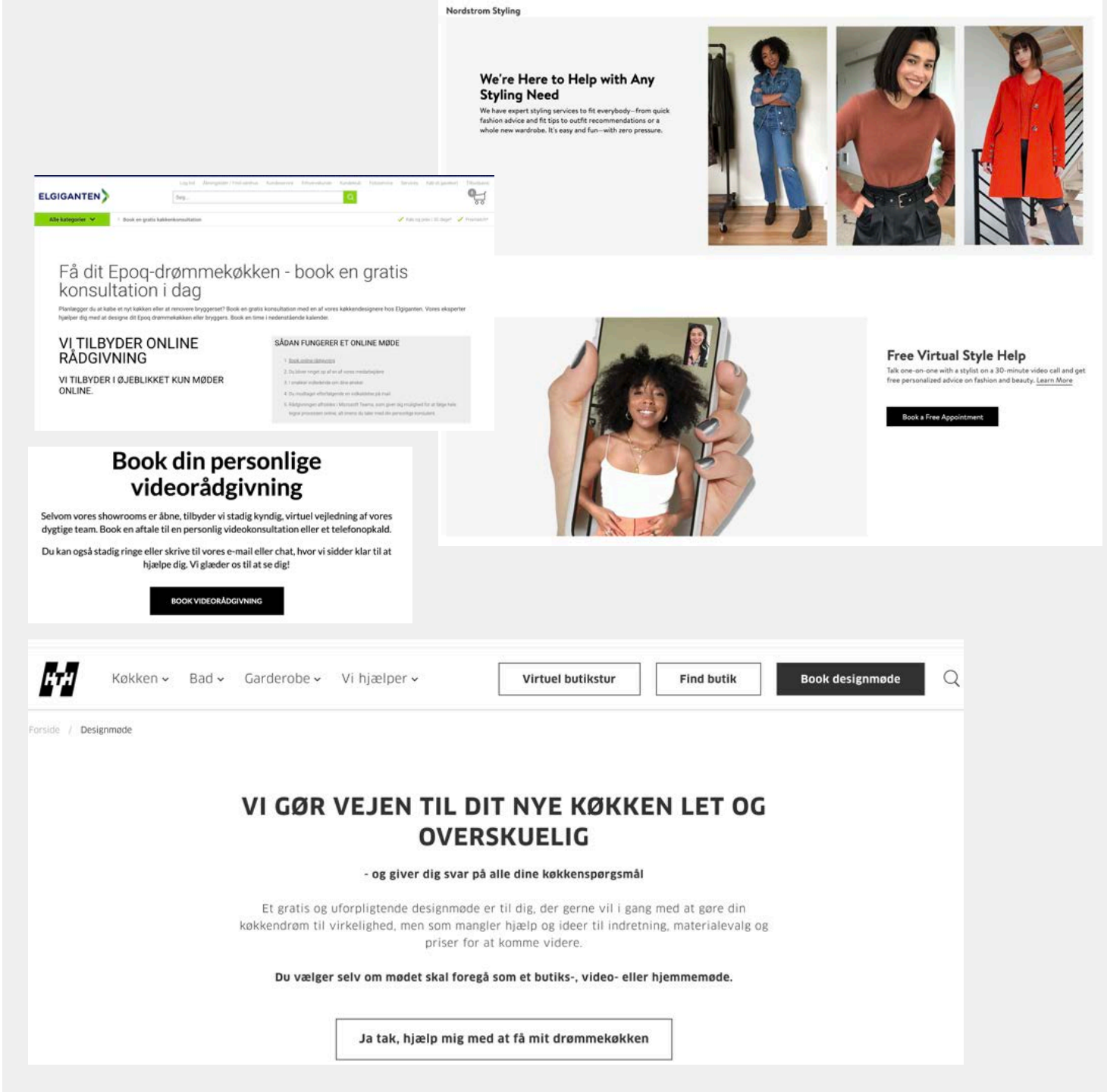
Getting a great and personal service – no matter the touchpoint.

Commercial value

Brand tangibility. Using in-store staff online when footfall is low in-store in order to make the most of your staff expenses. Differentiator from online pure-players.

Pitfalls and attention points

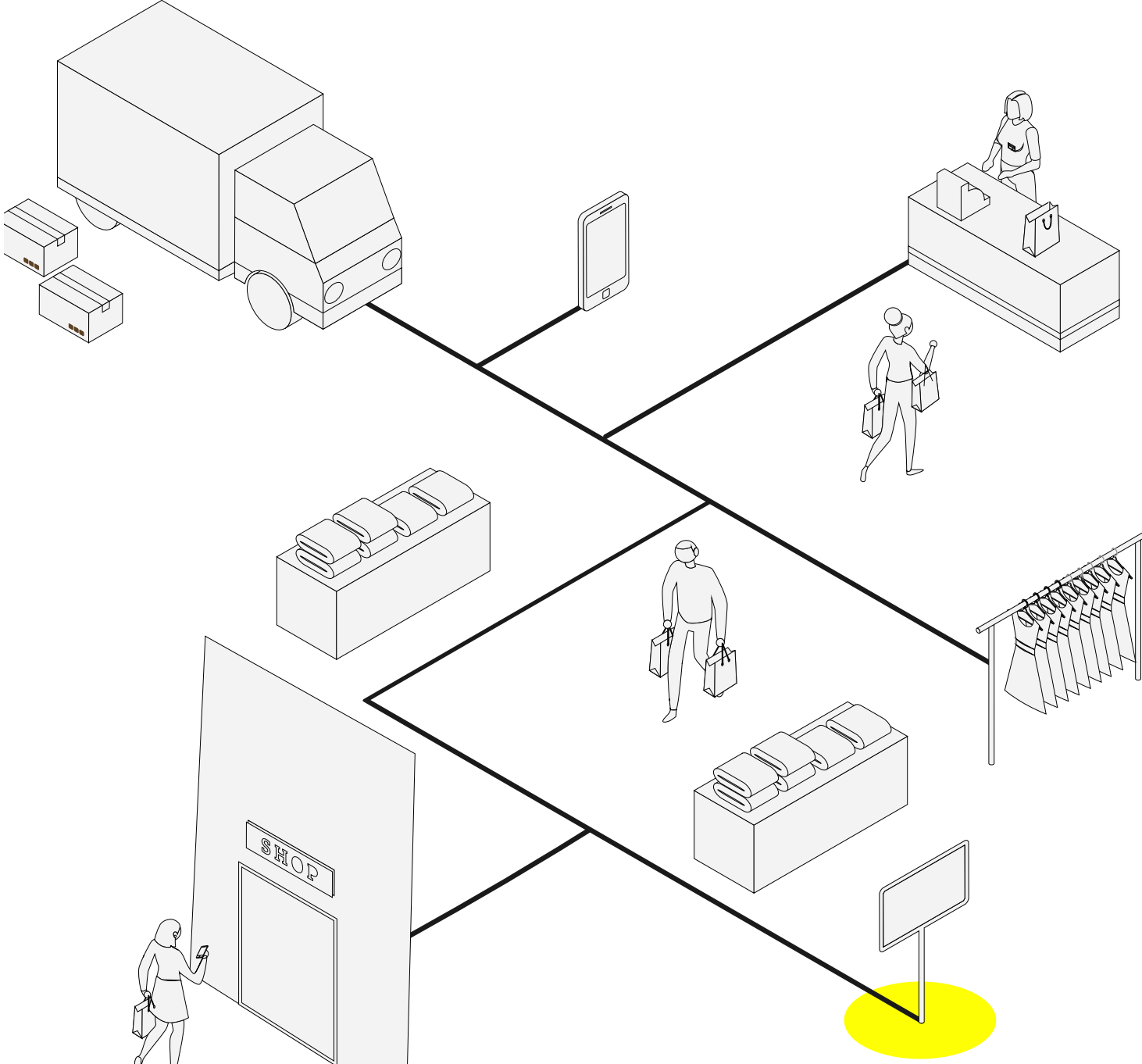
Not keeping your promise or not meeting customers' expectations of quality, service-level etc. If your not going to do it well. You might as well not do it at all.



DIGITAL SCREENS & SIGNS

Trend 1: Interactive endless aisles

Trend 2: Digital product configuration



DIGITAL SCREENS AND SIGNS

All types of screens and digital signs displayed in a store

INTERACTIVE ENDLESS AISLES

Description of trend

Providing a self-service and sales tool in one interactive touch screen where all products and variants are available for browsing and ordering. Supports shared experiences with store employees.

Customer value

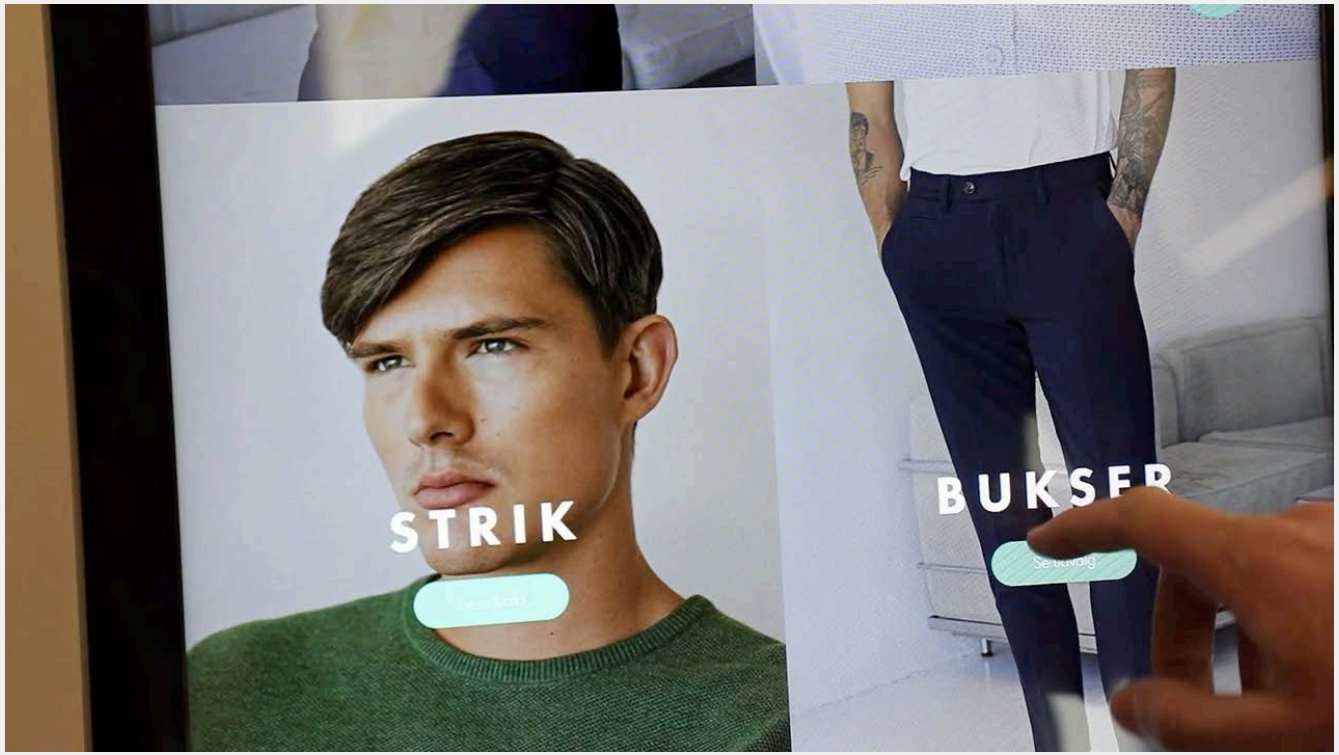
Enables personal service on all products and a more convenient web shop like experience in the store with more information and access to full assortment.

Commercial value

Endless aisles raises sales and can convert a sold-out/non-available item to a purchase. Tøjeksperten case: Up til 10% of the turnover in the stores are due to in-store screen. Control of channels.

Pitfalls and attention points

Not keeping employee KPI's in mind, and not connecting the screen with other other touchpoints such as the physical products in the store. Should be more than just be a web shop in the store.



PRODUCT CONFIGURATION

Description of trend

Using digital tools to give customer the overview and possibility to configure their desired products on their own or with personal support.

Customer value

Visual and manageable way to understand configuration options and designing the right product on the spot. Better understanding of the end-product.

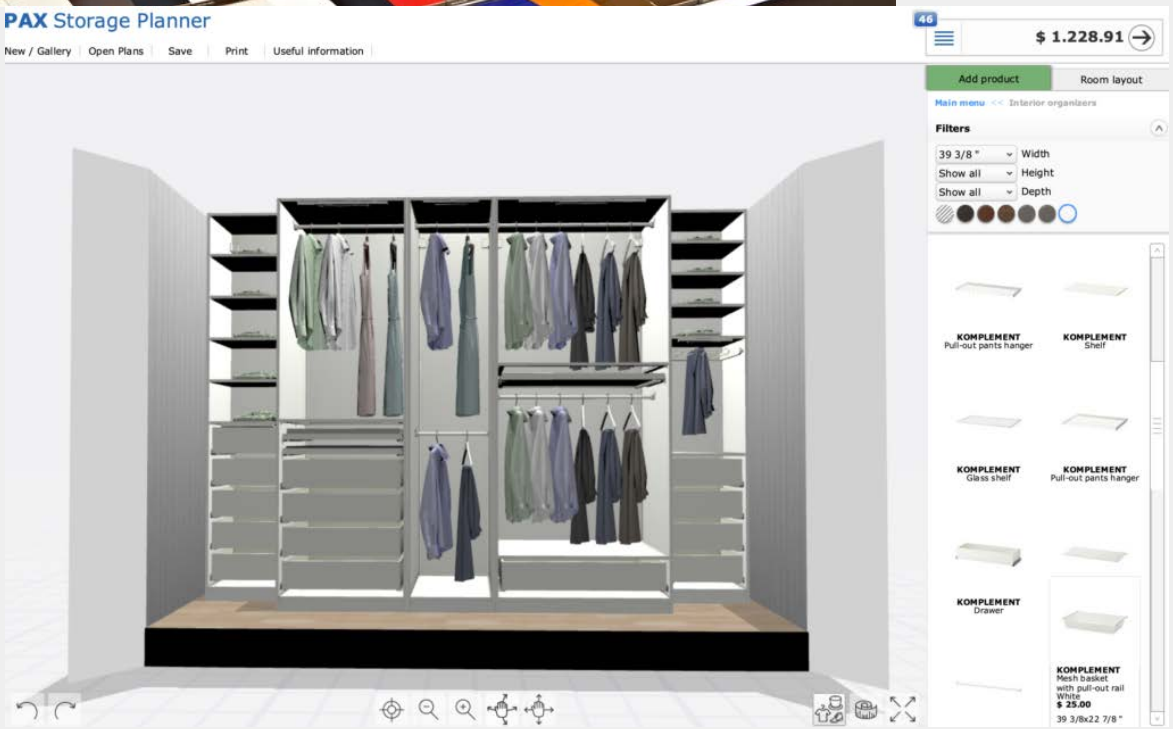
Commercial value

Product configuration tools serve as a sales platform and tool for employees to provide the best service for complex products.

Pitfalls and attention points

Supporting digital configuration with physical artefacts helps merge the space between physical and digital.

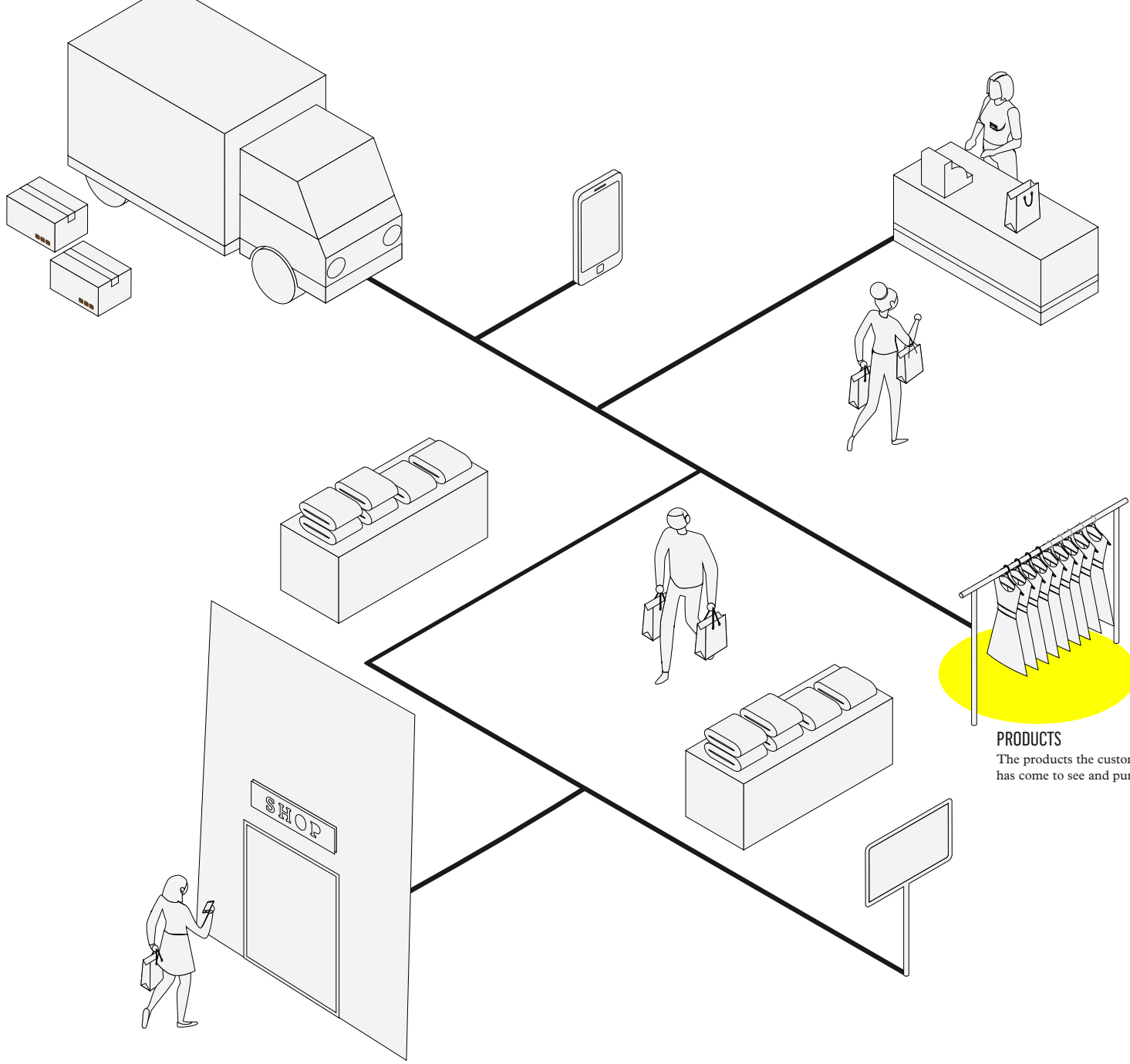


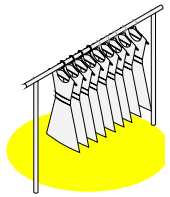


PRODUCTS

Trend 1: RFID

Trend 2: In-store product information





RFID

Description of trend

Radio-frequency identification tags can be scanned through radio waves.

RFID enables rapid fulfilment, automated stock taking, single view of inventory. It allows you to share relevant information across teams and it gives you the opportunity to share product information such as reviews and location with your customers.

Customer value

A seamless experience where you get the information you need when you need it.

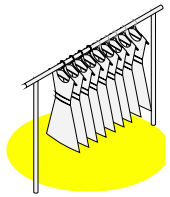
Commercial value

Imagine going from 60-98 % stock accuracy in-store? Then imagine your employees using time on your customers instead of stock taking, reporting and scanning. And then think about what great customer experiences does for your revenue.

Pitfalls and attention points

Investment and using all the opportunities which comes with the technology.





IN-STORE PRODUCT INFORMATION

Description of trend

Share product location and “extra information” with your customers.

”Scan for more information” “Locate products in-store”

Customer value

A convenient and easy user journey.

Commercial value

Enabling self-service and allowing customers to deep dive on products. Ensuring all possible conversions.

Pitfalls and attention points

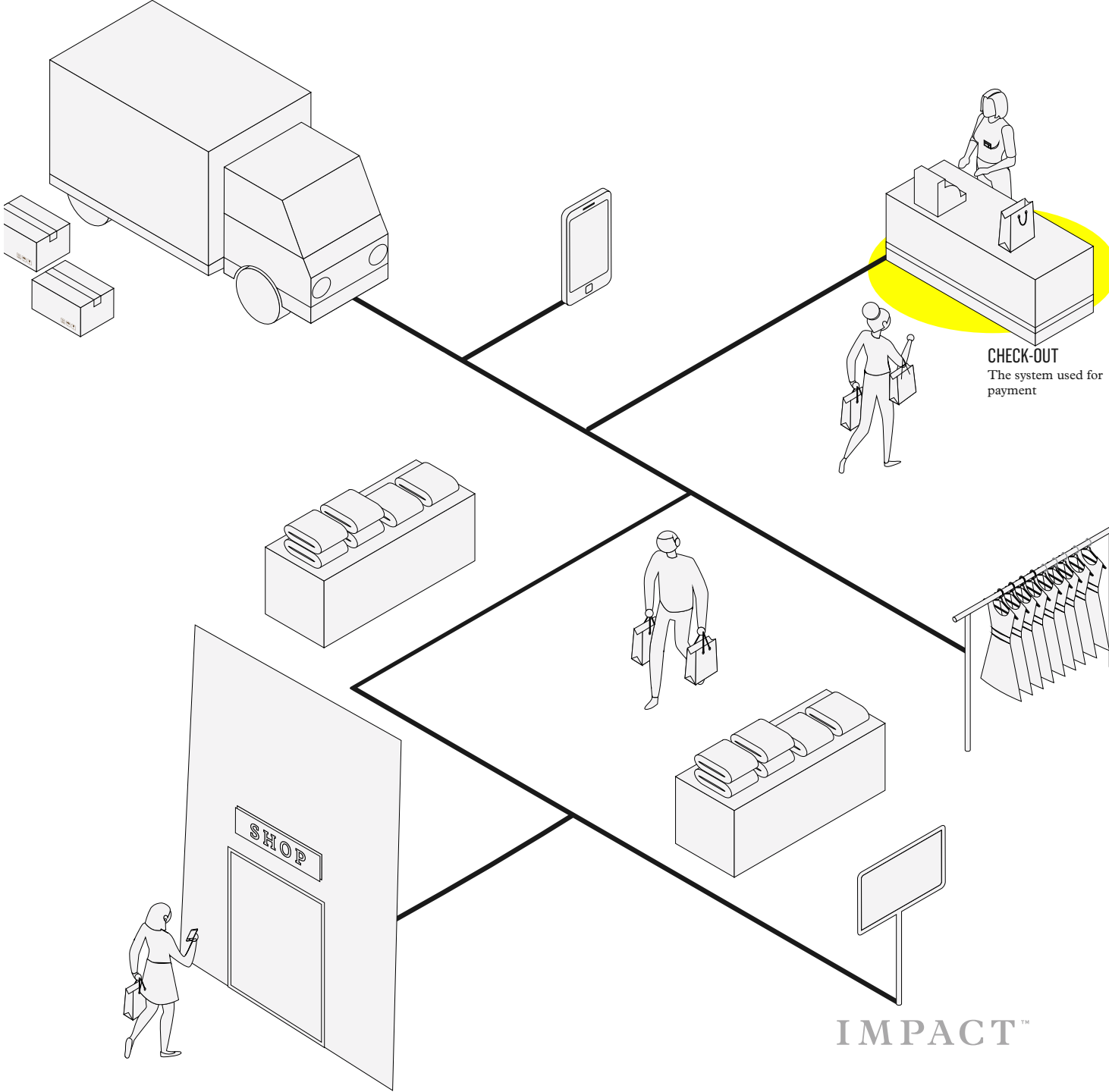
Sharing the wrong information and disappointing your customers. Don’t give a promise you can’t keep.

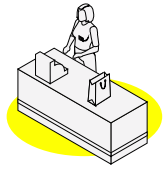


CHECK-OUT

Trend 1: Self check-out

Trend 2: Mobile POS





SELF CHECK-OUT

Description of trend

Can be provided on mobile or with counters.

Zara, Uniqlo and Urban outfitters are all examples of companies offering self-checkout counters. Automated scanning (enabled by RFID) followed by mobile or card payment.

Mobile self-checkout is mainly seen in grocery stores – but it can make sense in other stores with a high UPT.

Customer value

According to e-marketer, standing in line is the leading pain when shopping in-store. Self-checkout solutions help solving this pain.

Commercial value

Loyalty, push marketing, data, releasing staff, reduces cost to serve.

Pitfalls and attention points

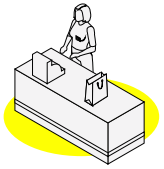
Human interaction, theft, investment. Not a stand alone. “There’s an unknown item on the counter” – make getting help easy.

Self-checkout only works if it is easier and faster than normal checkout.









MOBILE POS

Description of trend

Digital/cloud based POS on a mobile device.

Customer value

Convenience, personalisation across channels.

Commercial value

Collect and utilise data. Cloud-based services create agility in your setup. Automation and efficiency.

Pitfalls and attention points

Customer and staff adaption.



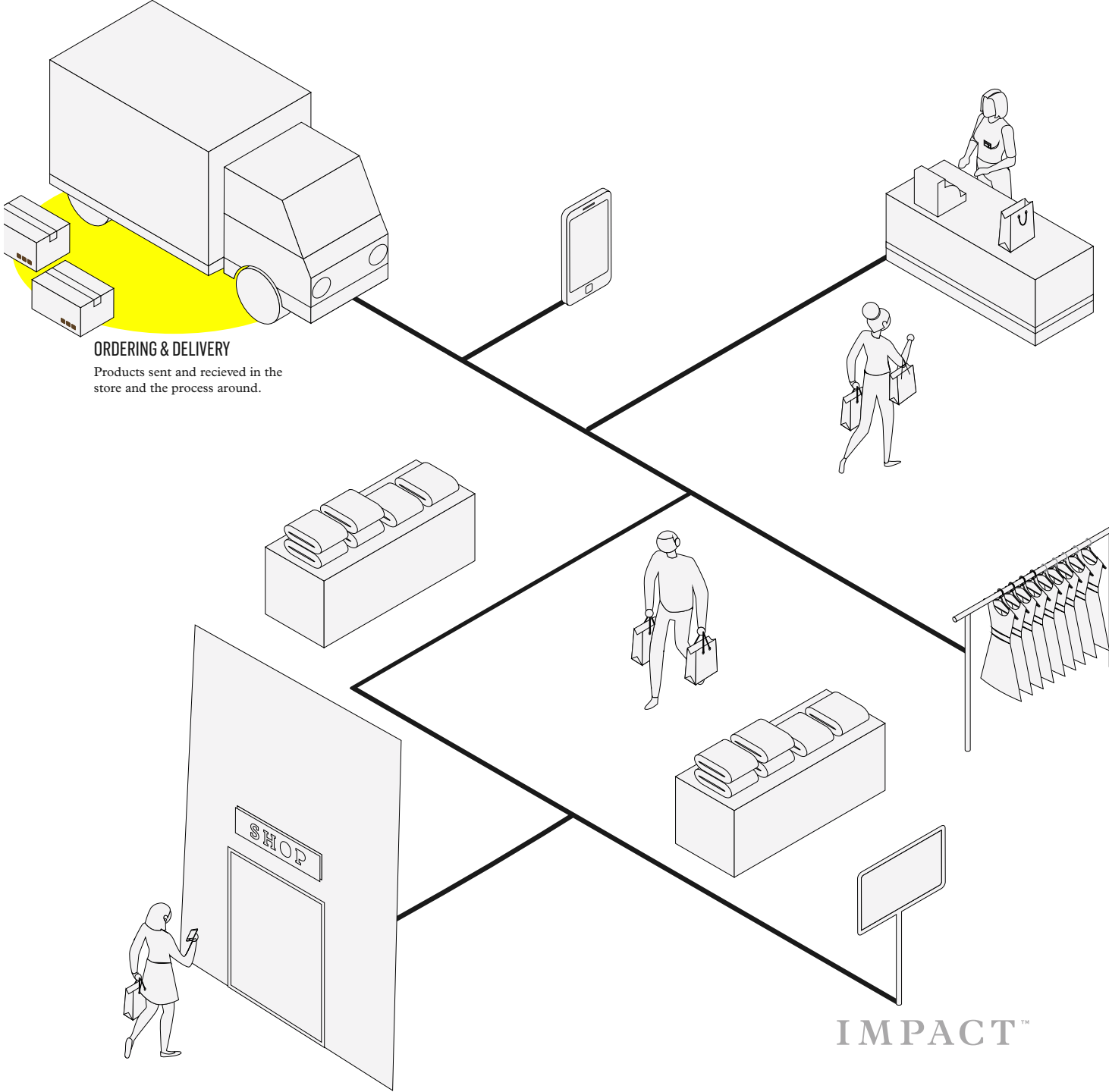


ORDERING AND DELIVERY

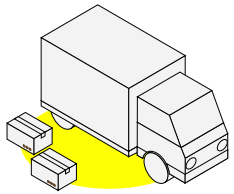
Trend 1: Return ”online”

Trend 2: Ship from store, split order & same day delivery

Trend 3: Store to door delivery



IMPACT™



RETURN "ONLINE"

Description of trend

The opportunity to return where it makes most sense to the customer – no matter where the product was purchased. Retuning to online store via post.

Customer value

Convenience of having different opportunities for returns.

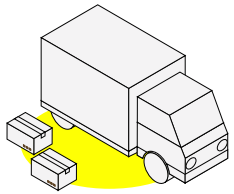
Commercial value

The service of easy return helps to create a high-level of service which in the end will increase customer satisfaction and loyalty. Easy returns is a key USP for converting customers into sale.

Pitfalls and attention points

You will have to ensure a single view of stock to handle this setup.





SHIP FROM STORE, SPLIT ORDER AND SAME DAY DELIVERY

Description of trend

The opportunity to get the products from wherever it makes most sense - fast and easy.

Customer value

Getting access to the whole product assortment across all stores and online. Getting what you need as fast as possible. The customer basically don't care where you sent the products from. They just care that they get them. And if they care – it is most likely because they want it from the closest possible store due to environmental impact.

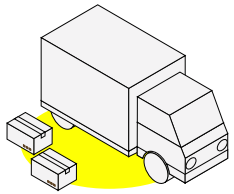
Commercial value

By showcasing the in-store products online you ensure more opportunities to sell. Furthermore, you can use your in-store resources for sending out orders out of peak hours.

Pitfalls and attention points

You will need single view of stock/inventory. When doing split order you have to inform your customers of the possibility of products to be delivered at different times.





STORE TO DOOR DELIVERY

Description of trend

Buy something in-store and get it sent home.

Customer value

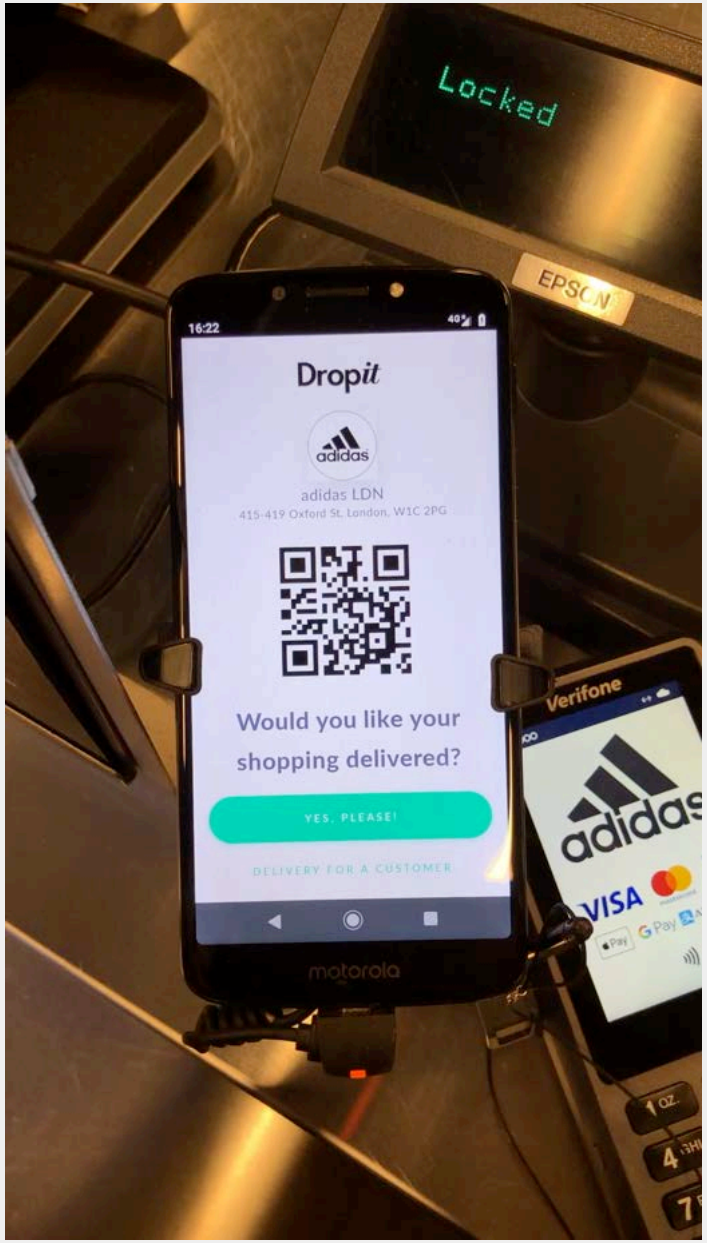
Convenience.

Commercial value

Delivery options are important service areas which many customers value very high. You have to ensure this are in order to retain the customers.

Pitfalls and attention points

The right in-store setup and delivery partner is needed in order for you to succeed.

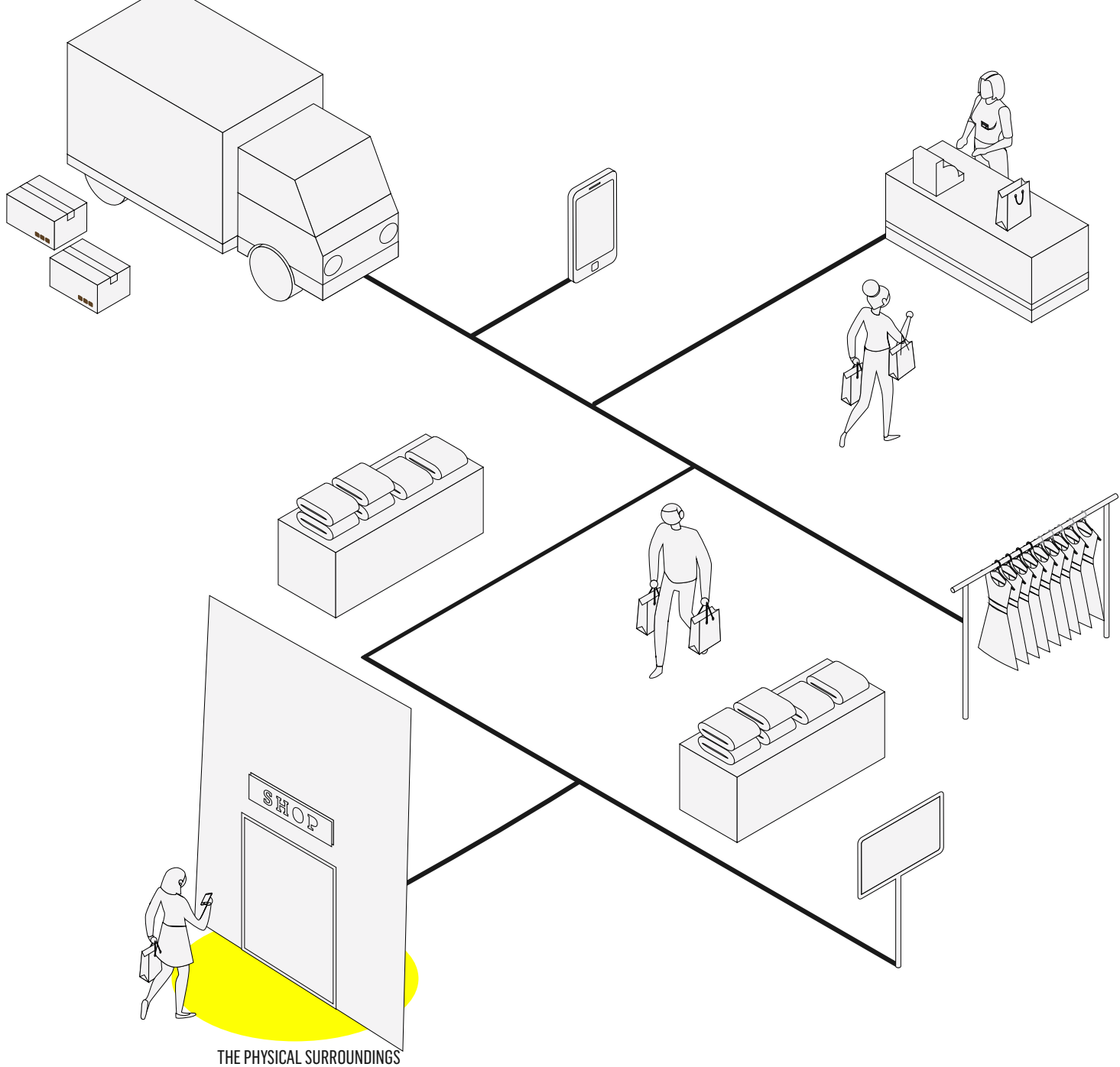


THE PHYSICAL SURROUNDINGS

Trend 1: Future fitting rooms

Trend 2: Interactive store fronts

Trend 3: Beyond products



THE PHYSICAL SURROUNDINGS

All physical parts of a store such as walls, mirrors, changing rooms,



FUTURE FITTING ROOMS

Description of trend

Enhancing the fitting room experience with digital tools to make one of the most important parts of the purchase decision more convenient and inspiring. Utilising magic mirrors, RFID, customer data and more.

Customer value

Merging technology into the fitting room meets the omni-shoppers expectations of a more seamless journey and provides information and inspiration on-demand.

Commercial value

By providing a digital layer to the fitting room traditional online sale tactics can be added to the physical store like related products, upselling accessories and saving items for later.

Pitfalls and attention points

This type of technology is still very expensive and experimental, so if this fits your brand and customer try it out in one location and test it and tweak it until you see the right commercial results.





INTERACTIVE STORE FRONTS

Description of trend

The store front is your physical store's frontpage, it is the first thing they meet and what should drag them in. Using interactive store fronts can create awareness and sales even when the store is closed. Games, adds or actual shopping.

Customer value

Interactive store fronts can create fun and memorable experiences as wells as inspiring content.

Commercial value

Use interactive store fronts to drive to store, drive to online when closed and create general awareness around your brand and products.

Pitfalls and attention points

Make sure the solutions creates commercial value by adding a CTA like sharing the experience on social media, signing up for news or visiting your website.







BEYOND PRODUCTS

Description of trend

It is all about creating an interesting in-store experience rather than a purchase only experience. Making the store a destination in itself. Creating a unique branded experience for all senses.

Customer value

Getting a memorable and shareable experience when going to a store without the core focus being purchase. Getting value beyond the product. Identifying with a brand and having a unified feeling no matter where the customer meets the brand.

Commercial value

Differentiation from your competitors, create communities and loyalty, and become a topic of conversation. Provide customers the chance to try products without purchasing.

Pitfalls and attention points

Make sure you have the right competencies to develop and execute well. And choose wisely, when you design your experience store – it should underline your brand identity, involve your customers – which experience would they like and how do you build up their identity. Make sure to try and create your own style and feeling, following trends might make your store anonymous.





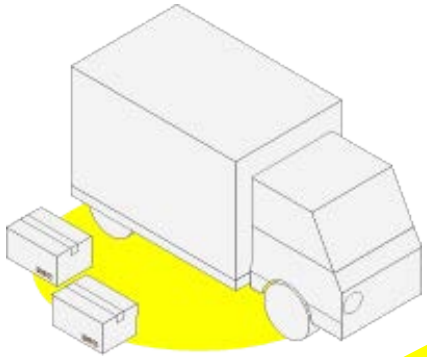






04. STARTING POINTS

CONNECTED STORES EVOLUTION

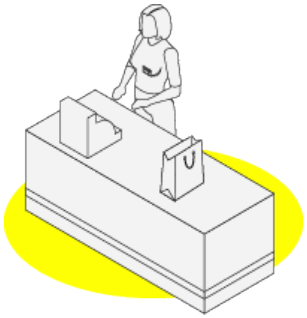


Step 1:

Single view of data. Same assortment, prices and campaigns across channels

Step 2:

Web shop integration with local store stock status and click/reserve n' collect features



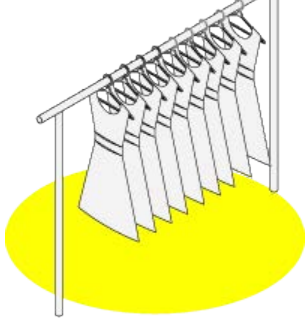
Step 3:

Data enablement for store personnel to improve sales and tailor the personal service to the individual customer



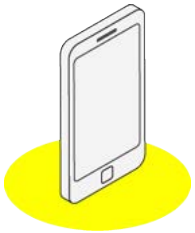
Step 4:

Mobile devices for sales personnel for better service, endless aisles, payment on floor



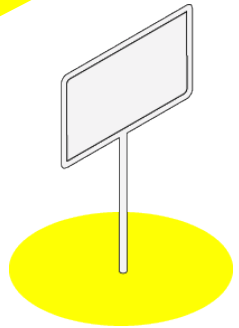
Step 5:

Mobile e-commerce experience and apps tailored for in-store use. App clips or branded apps with value adding services like AR, scanning barcodes



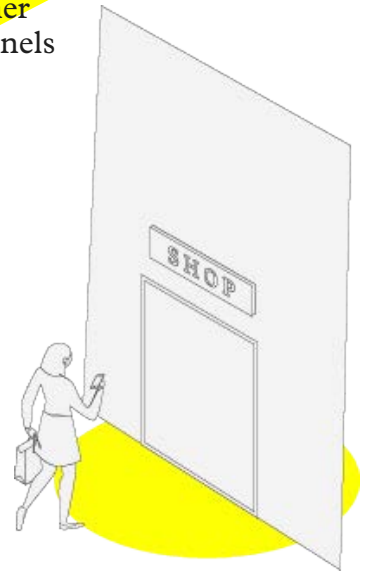
Step 6:

In-store technologies enabling the customer to access more channels and create a more seamless experience



Step 7:

A seamless in-store experience with intelligent products, smart fitting rooms and on-demand access to personal service



IMPACT™

STARTING POINTS

Get top level Buy-in

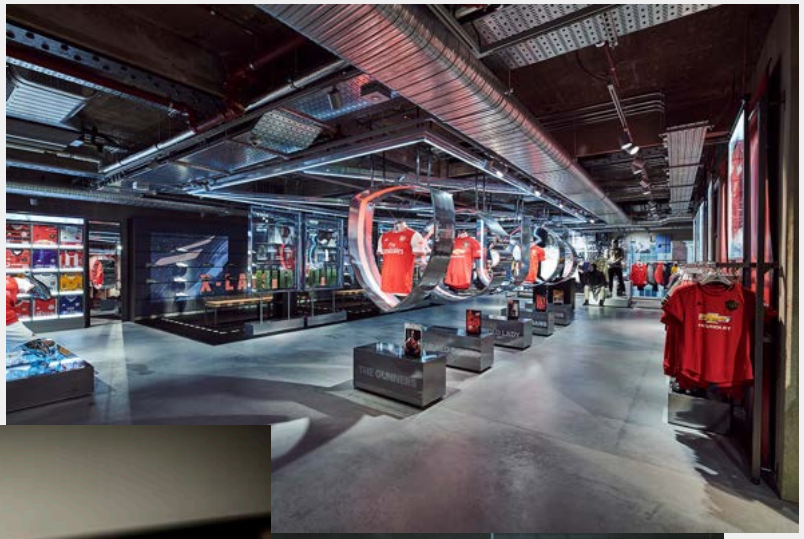
Understand your customer journey

Empower your employees

Get the right technical set-up & unify data

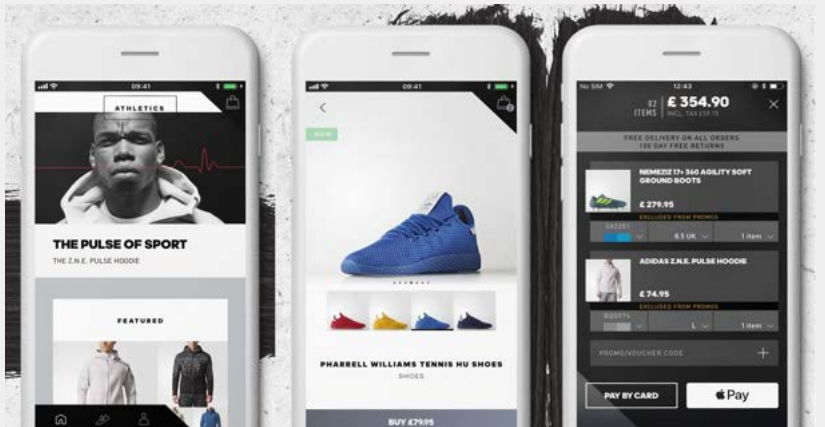
Design your store to create the right experience

"We have been and will continue to invest very, very heaviliy into the overall set of our digital business model", says Rørsted.









STARTING POINTS

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Understand your customer journey

Empower your employees

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Design your store to create the right experience

SEAMLESS — MEMORABLE







04. QUESTIONS & KEY TAKE-AWAYS

Q&A

Anything we need to elaborate?

Questions, comments, etc.



WHAT TO EXCPECT OF TODAYS WEBINAR

01. FOLLOW CUSTOMER BEHAVIOUR

Have focus on omni-shoppers, creating the right type of experience and provide convenience

02. CONNECT THE TOUCHPOINTS

Utilise new in-store technologies and trends to connect your channels and create a better and more seamless experience

03. GET A HANDLE ON THE BASICS

Get top level by in, understand your customer journey, ensure the right technical set-up & data, empower your employees and design the right experience

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THANK YOU FOR WATCHING!

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