

DIGITAL IN RETAIL

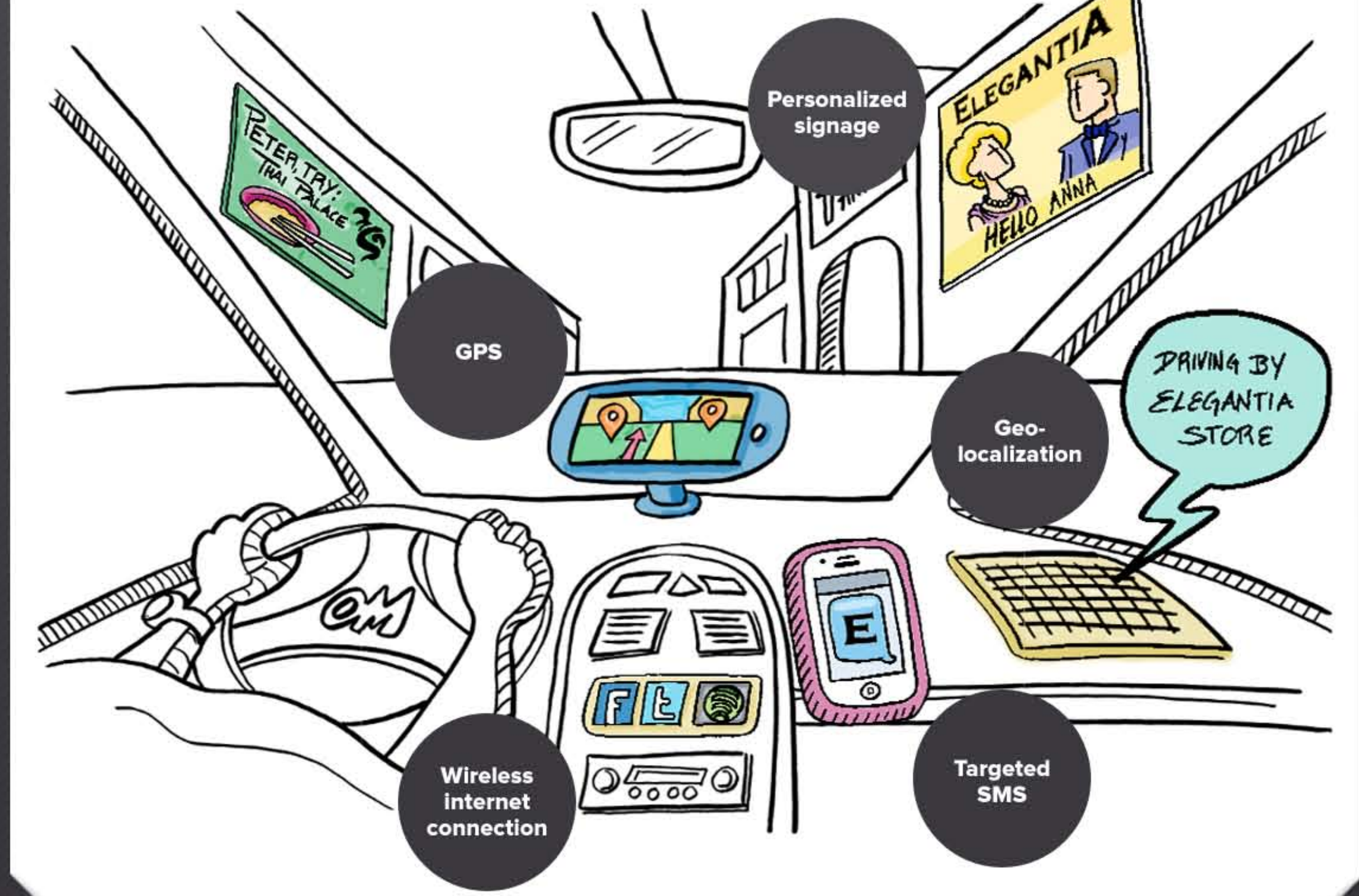
- THE CONSUMER'S JOURNEY -

As the technology develops, retailers have new and exciting ways to interface with customers.

According to where the consumer is, physically, there are different ways for stores to attract, interact and engage with him/her.

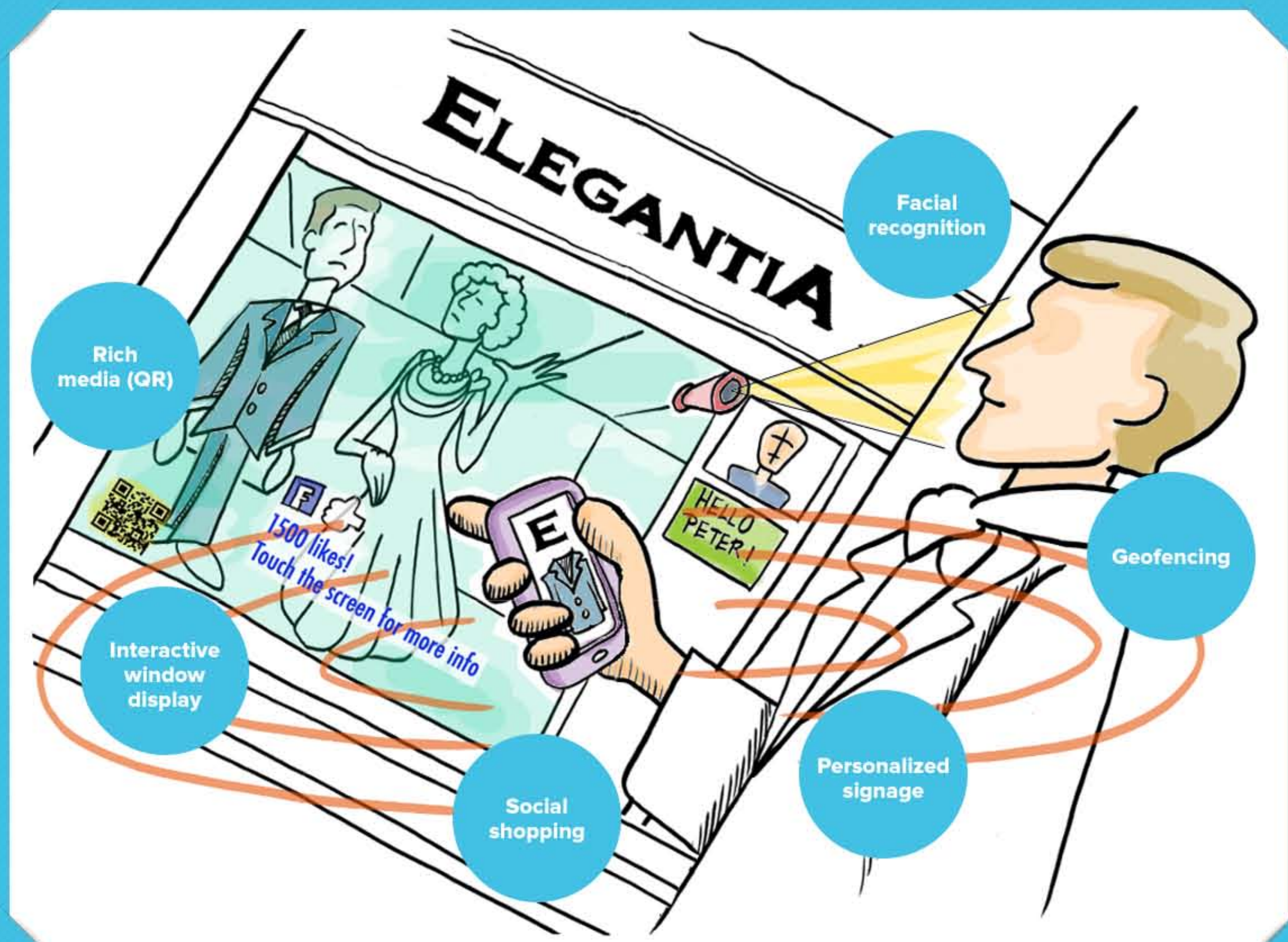
Using geolocation, social media or smartphone-related applications, the options are multiple.

The key is to create coordinated initiatives, that take into account the particular context of the consumer and, ideally, are targeted.



IN THE VICINITY

The consumer is within a wider radius of the store, perhaps even driving by. Via socially coordinated and geolocated applications, one can find ways to entice the customer to take notice.



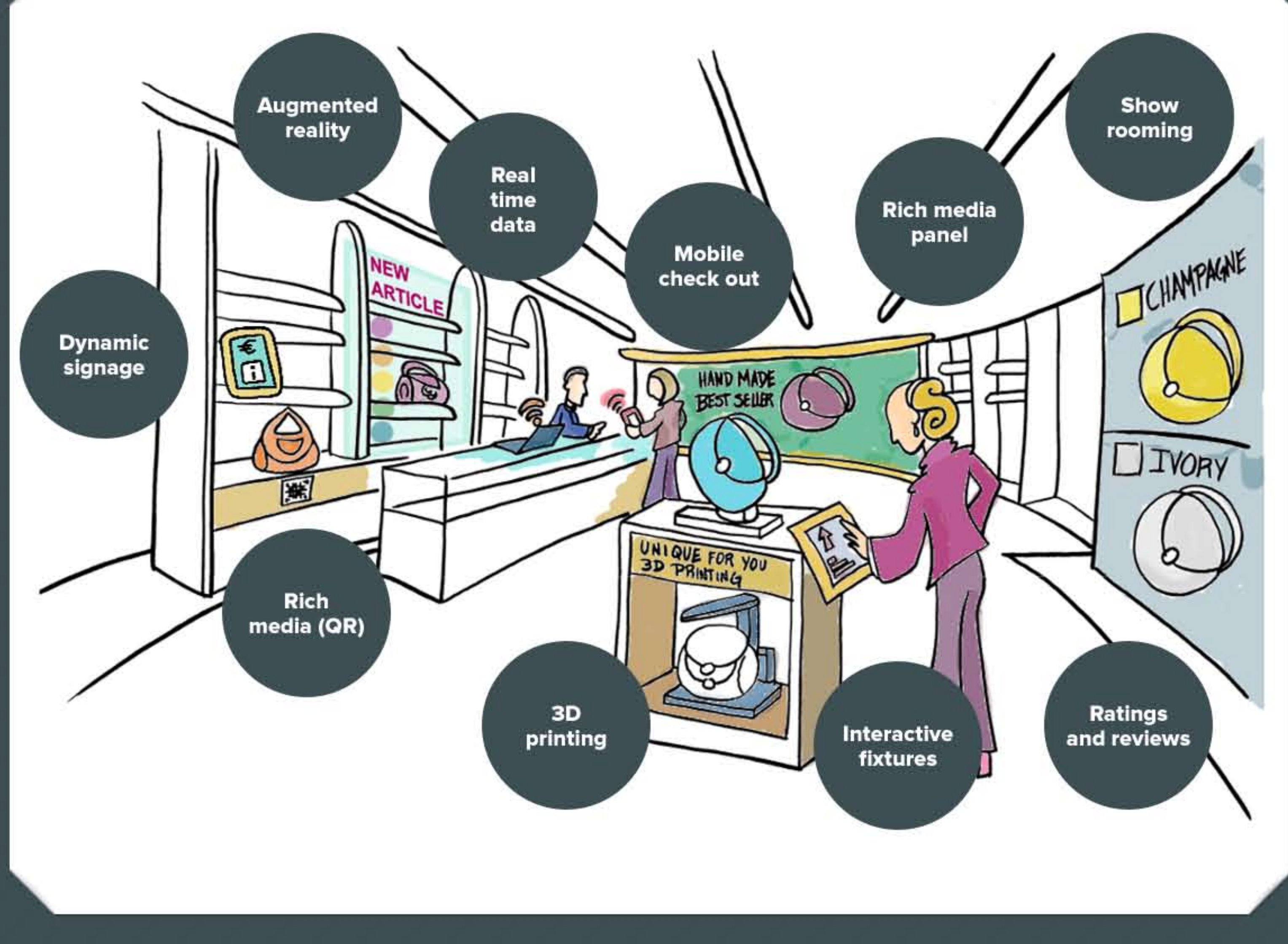
AT THE SHOP WINDOW

Once the consumer is in front of the window, there are numerous ways to engage him/her. Interactive screens can be used to react to passers-by. The window itself can become an interactive screen. Via the mobile, one can invite further interaction.



IN THE STORE

Once inside, there are numerous ways to create a specific ambiance or incite curiosity. Interactivity can be introduced via mirrors, on various stands or gondolas.



IN FRONT OF THE PRODUCT

Once the consumer has identified a product of interest, digital tools can be used to allow greater interactivity, overlay more information, provide a more entertaining or educational trial.



PAYMENT

With time being important and customer information being capital (both from a privacy standpoint and as to who owns the data), there are new opportunities using digital to enhance the payment experience.



CUSTOMER SERVICE

The after sale service is a vital component in creating a positive brand experience. Via the different digital channels - in situ or after departing the store - there are more options to enhance the customer service experience.

For retailers looking to inject digital into the consumer journey, there are many options under development. Several elements must be taken into consideration before investing:

1. What objectives are you wishing to achieve and how will you be able to measure against that target?
2. Evaluate the technological platforms and, when launching, scrupulously test and improve to avoid unfortunate bugs.
3. Don't underestimate the human factor. The staff will need to be brought in as partners with the requisite training.
4. Integrate the full team into the development, including IT, marketing, CRM, customer service, retail personnel and HR.

The more you focus on the customer's experience and the more value you can provide in their eyes, the more chance the investment will bear fruit.

"Better to do small and well, rather than big and bad."