

# The store of the future – creating the ultimate shopping experience

The store of the future is not physical or virtual but a combination of the two, encompassing each step of a shopper's journey from browsing through to purchase.



## DIGITALLY CONNECTING BRICKS AND MORTAR

The most exciting digital marketing opportunities:



For retailers, the customer experience is one that encompasses the high street store, online ordering and everything in between - because for shoppers, it's all about receiving a high level of personalised and innovative service at every point of interaction.



## THE STORE OF THE FUTURE

A recent survey by InReality on the Reality of Retail found:

**78%** of customers would be more likely to visit a store that offered self-service for finding products or brands

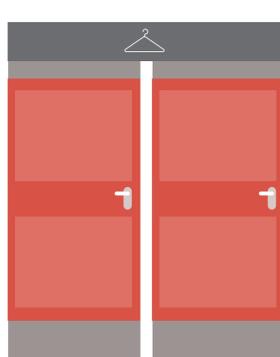
**75%** of customers are more likely to make a purchase if there is a self-service solution available for product or price comparison

**69%** of customers would be more likely to make in-store purchases if they had access to kiosks or interactive displays

So what will the store of the future look like? - and is it closer than you think?

Imagine a world of smart fitting rooms, kitted out with technology that can identify products, suggest complementary items and feature interactive mirror systems.

Or self-serve kiosks and interactive digital displays that flash up personalised offers based on historical engagement.



## WHY FOCUS ON CUSTOMER EXPERIENCE?

As a retailer, improving the experience for your customers is the best way to retain their business and increase sales.

**86%** of buyers will pay more for a better customer experience.\*\*

The top three reasons why retailers invest in improving customer experience:

- 42%** Improve customer retention\*\*\*
- 33%** Improve customer satisfaction\*\*\*
- 32%** Increase cross-selling and up-selling\*\*\*



## MOBILE EXPERIENCE MATTERS

Native mobile experiences are essential to providing a connected retail experience.

**66%** of customers who like a brand are disappointed if their mobile site provides a bad experience+

**55%** said a frustrating experience on a website damages their opinion of a brand overall+

**52%** of customers are less likely to engage with a company because of a bad mobile experience+



## OMNI-CHANNEL ENGAGEMENT IS CRUCIAL

Today's retailers interact with shoppers across many channels including in-store, online, social media, and contact centres. All of which must be easily accessible from any device.

By 2020, a customer will manage **85%** of the relationship with an enterprise without interacting with a human according to Gartner.

Companies that provide a consistent service quality across multiple channels retain **89%** of their customers\*\*

Companies that don't provide a consistent quality are only able to retain **33%\*\***

As retailers compete more on the basis of customer experience, it's paramount for them to ensure customers receive a personalised and consistent omni-channel service.



## LOCATION BASED MARKETING

Location-based services are forecasted to grow from \$8.12 billion in 2014 to \$39.87 billion in 2019+++

Beacon technology uses real-time location-based marketing to send data to smartphones via Bluetooth, while geofencing uses GPS, to determine a mobile user's location to allow retailers to send messages to shoppers when they enter a store or shopping centre.

**62%** of consumers purchase more items, more often, when provided with a personalised service++++

**85%** of consumers are more likely to shop in places that offer exclusive promotions in-store through Beacons technology++++



## THE REAL DIFFERENTIATOR FOR RETAILERS

Retailers offering the most consistent and innovative customer experience will stand out from the competition – hence the need to invest in new technologies. According to a study:

Customer experience will overtake price and product as the key brand differentiator by the year 2020++++

Consequently, Gartner predicts:

**89%** of businesses are soon expected to compete mainly on customer experience

More than 50% of organisations will redirect their investments to customer experience innovations by 2018



HSO provides solutions for:

- Merchandising
- Buyer
- Store Operations
- Logistics
- Marketing
- Management Control

Hso the results company Microsoft Dynamics

### About HSO

HSO is an expert in Microsoft Dynamics 365, a comprehensive ERP & CRM solution that enables retailers to work effectively, manage change, and compete globally.

### About Microsoft Dynamics

Microsoft Dynamics makes it easy to operate across multiple locations and countries by standardising processes, providing visibility across the organisation, and helping to simplify compliance.

### Sources:

- \*Econsultancy: Digital Marketing Trends
- \*\*CEI Survey
- \*\*\*Genesys
- \*\*\*\*WOW Local Marketing
- \*\*\*\*\*Aberdeen Group
- \*\*\*\*\*Markets and Markets report
- \*\*\*\*\*Digital.Bi's Connected Commerce survey
- \*\*\*\*\*Walker Study
- Gartner
- InReality on the Reality of Retail

Learn more at [www.hso.com](http://www.hso.com)

1st Floor, Green Park, 100 Brook Drive Reading, RG2 0TD

T: +44 (0) 20 3128 7767  
E: [info.uk@hso.com](mailto:info.uk@hso.com)

HSO\_UK  
[www.hso.com](http://www.hso.com)

