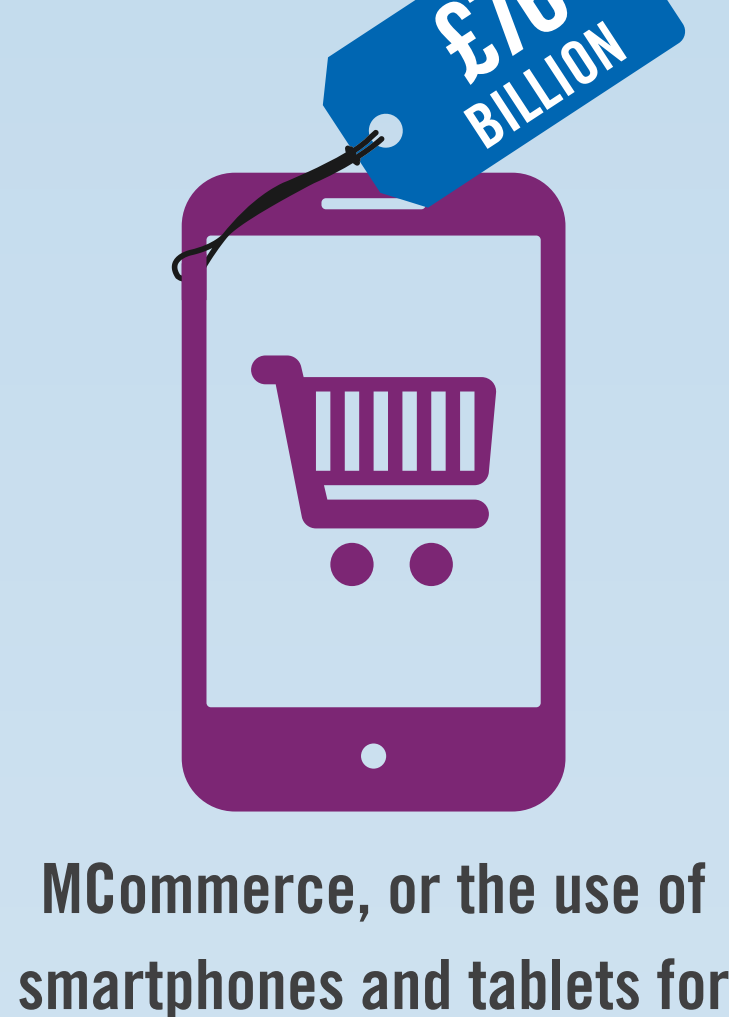


THE FUTURE: HOW MOBILE TECHNOLOGY IS CHANGING RETAIL

Embracing mobile commerce and engaging with customers through their smartphones and tablets will help your multi-channel retail business to cut a slice of this \$119 billion (about £76 billion) marketplace.



MCommerce, or the use of smartphones and tablets for shopping, is growing exponentially without any signs of slowing.



“MCommerce will be worth \$119 billion [about £76 billion] worldwide by 2015.”

ABI Research

Much of this is driven by customer demands for access to retailers across a broad range of channels.



“40% of customers believe it is very important to be able to purchase from a retailer from different channels.”

Econsultancy



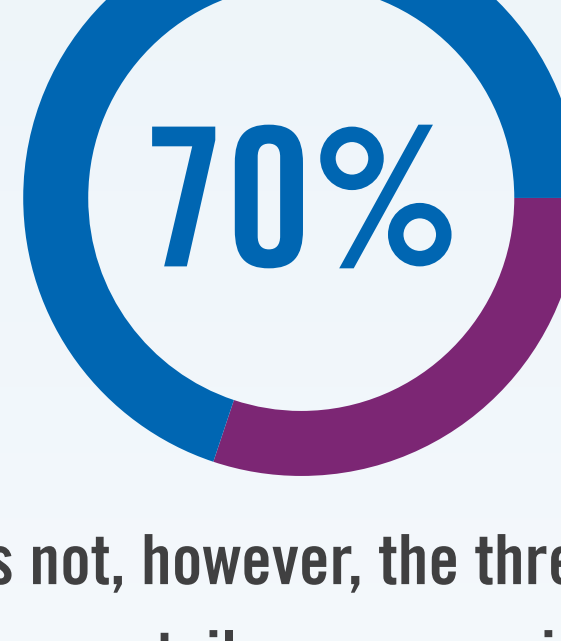
Morgan & Stanley predicts that, by 2014, sales via a mobile device will overtake sales from a PC.

edigitalresearch.com

Smartphone and tablet use is also changing the way customers behave in-store.

“70% of smartphone users compare product prices in-store.”

Google/Ipsos



This is not, however, the threat that many retailers assume it is.

“Only four per cent of shoppers did their research in a physical store before buying online, and higher prices in-store or products not being in stock were the primary reasons these shoppers chose to purchase online instead of at the store.”

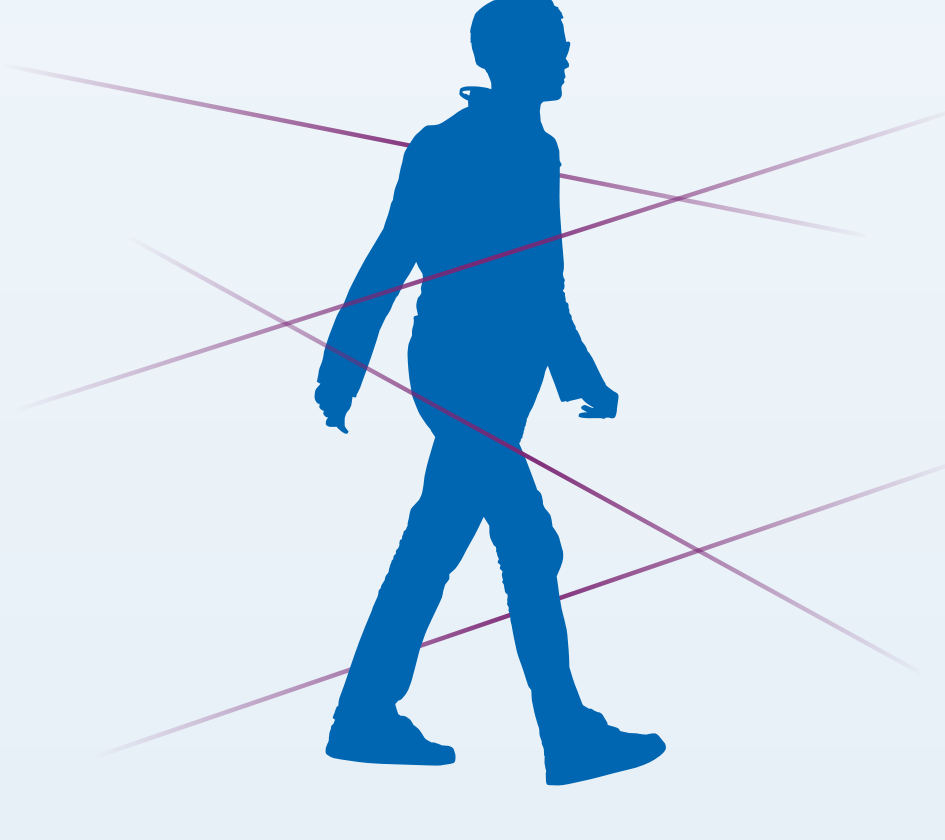
Australian Centre for Retail Studies report into omni-channel

4%

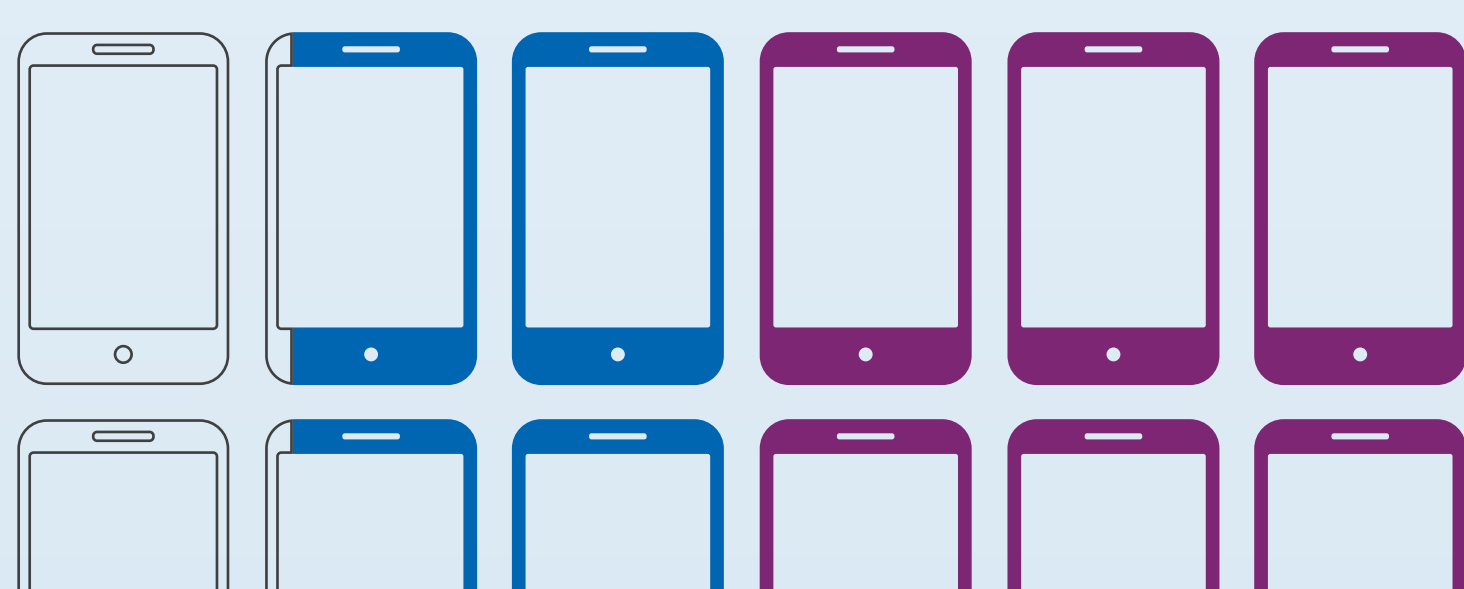
Some retailers are embracing these new habits to create additional multi-channel retail opportunities to connect with customers.



US retailer Neiman Marcus has created a smartphone app to be used in-store to connect customers with new products and customised offers



Staff are alerted to the presence of ‘connected’ customers via in-store sensors, allowing them to see past purchase history and to offer enhanced customer service.



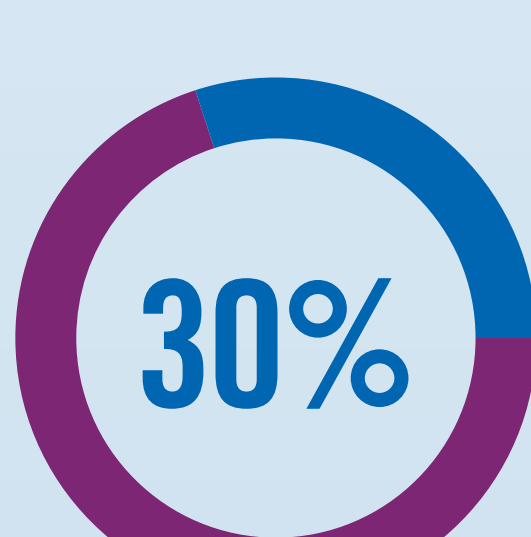
80%

50%

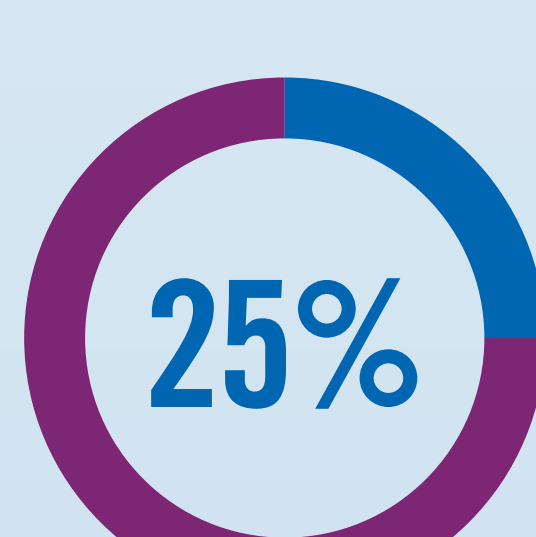
81% of smartphone users have done product research via smartphone and 50% have made a purchase with one.

Source:

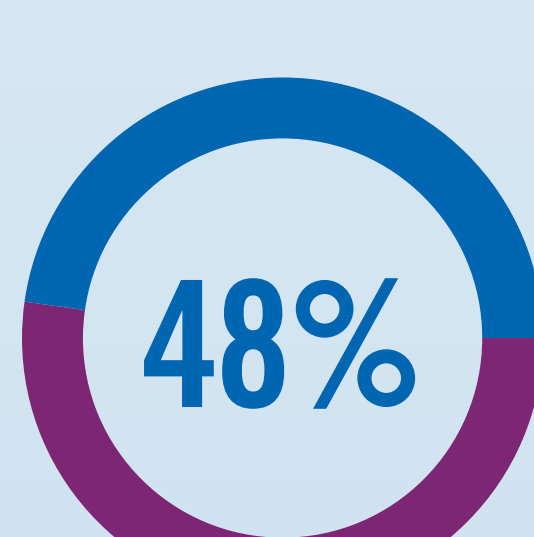
<http://60secondmarketer.com/blog/2012/06/29/50-amazing-facts-about-mobile-marketing-slides/>



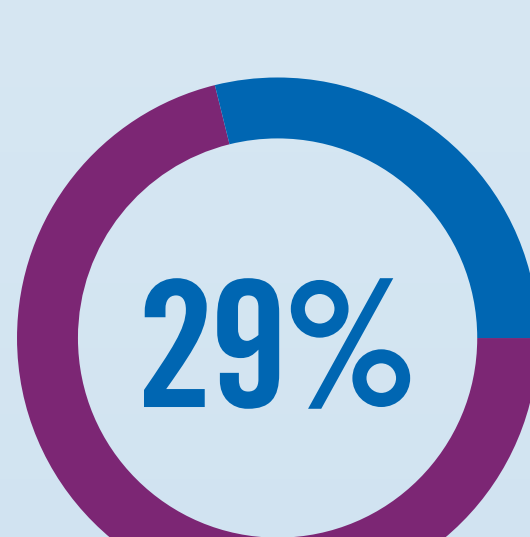
30% of tablet users have used their device to shop online,



while currently only 25% of smartphone owners have used their phone to do the same.

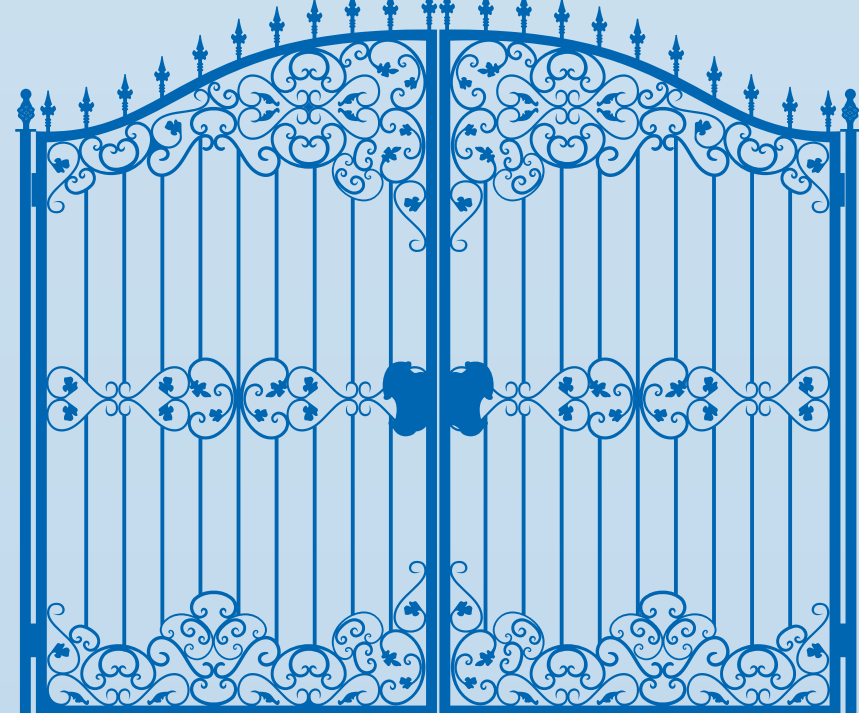


Almost half (48%) of tablet owners have used their devices to research products in-store,



while only 29% have done the same via their smartphone.

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KEY TAKEAWAYS

Smartphones and tablets may be a gateway to the internet, but they also offer retailers a raft of new ways to:



connect with customers



provide better service to customers



cross-sell, up-sell and more based on past purchase history



increase customer loyalty



sell more goods and increase profits.



The key is to have rock solid multi-channel software to underpin these multi-channel retail operations. Is your multi-channel software geared up for mobile?



To find out more, download
**HOW TO GUIDE: SMALLER
RETAILERS WHICH BECAME
MULTI-CHANNEL SUCCESS
STORIES** now!

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