



THE DIGITAL CONCIERGE

HOW WAYFINDING IS REINVENTING THE CUSTOMER EXPERIENCE

WE LOVE OUR CUSTOMERS, SO NATURALLY WE WANT THEM TO LOVE US IN RETURN. THAT'S WHY WE INVEST IN TOOLS THAT MAKE OUR CUSTOMER INTERACTIONS EASY AND MEMORABLE – **NOT TO MENTION DIFFERENT ENOUGH FROM THE NORM TO INTRIGUE THEM AND BRING THEM BACK FOR MORE.**

All of that's easy to say, but what does it actually mean? What does standing out from the pack look like in practice? Simple: we move beyond meeting expectations and focus instead on solving problems, anticipating needs, and delighting our customers with what they didn't know they wanted. I don't know about you, but if I get what I want plus a little extra, something I didn't even know I wanted, I'm pumped! And I let people know it. That's the kind of word-of-mouth you can't buy.

Alright, that's all well and good. But let's define our terms. When I say "meeting expectations," I'm referring to how brands respond to the common needs of their customers. For instance:

"WHERE CAN I GET A CUP OF COFFEE?"

"WHICH AISLE HAS THE RED COUCH I SAW ADVERTISED ON TV?"

"ARE THERE ANY NEW SHIRTS IN STOCK I MIGHT LIKE?"

Answering questions like these are useful stuff, but nothing that's going to set the house on fire. That's just meeting the immediate need; if you want to create long-lasting relationships, you've got to over-deliver. And to do that you've got to know your customer as well as you know yourself. Their behaviors, desires, needs, and passions – lock it down and you'll be delivering personalized experiences that transform a transaction into something truly meaningful.

That's the core of wayfinding. We designed wayfinding tools to turn the customer experience into something truly special. Wayfinding directs people to where they need to go, minimizing any frustrations along the way. It's a tool, a cog in the customer experience wheel that helps deliver a seamless and cohesive customer journey.

In today's connected era, we've seen wayfinding evolve from static signage into a powerful digital touchpoint. Not only can it more easily direct customers to a point of interest, but it's capable of doing much more to create a memorable and rewarding experience.

Let's Dig Into The Following Areas:



- 1 WHEN AND HOW TO USE DIGITAL WAYFINDING**
- 2 HOW TO MEASURE AND INTERPRET RESULTS**
- 3 WHO IS DOING THIS WELL (IT'S NOT JUST A MAP ANYMORE)**
- 4 HOW TECHNOLOGY IS EVOLVING**

1 Usage & Application

Deciding how best to accommodate the customer

Due to its positive impact on experience, digital wayfinding is now pervasive across a number of verticals: travel, healthcare, recreation, education, and retail. For a business considering a wayfinding program, it can be a bit of a struggle deciding between place-based digital wayfinding (like physical kiosks), mobile wayfinding, or some combination of both.

But it doesn't have to be complicated. Like just about any other problem, it's all about picking the right tool for the job. Let's take a look at a few approaches and their pros and cons.

PLACE-BASED DIGITAL WAYFINDING	PROS:	CONS:
	<ul style="list-style-type: none">• GREAT FOR EXPLORATION: Helpful for first-time customers. Kiosks are easy to use for discovery and exploration, especially in larger-scale venues like amusement parks, outdoor developments, and big-box retail.• HIGH USER EXPERIENCE EXPECTATIONS: Users expect a rich level of features and functionality: multiple levels of detail, 3D mapping, and zooming with multi-touch. Give them a polished and thoughtful experience or nothing at all.• LOW BARRIER: Walk up, touch, and explore. No other steps are required. A kid could (and will) do it.• HIGH AWARENESS: Well-positioned physical kiosks are easy to spot and can include an eye-catching branded fixture.	<ul style="list-style-type: none">• INFO ACCESS: Users want directions in the palms of their hands, no muss and no fuss. In order to send directions to a phone, they'll have to take additional actions and sometimes provide personal info. For some of them, that's a deal-breaker.• HIGH INVESTMENT: Costs can be significant as touchscreens, fixtures, networking, and installation are required for each instance. Unlike the software, as the program scales, there aren't significant hardware cost efficiencies.



WAYFINDING WITHIN NATIVE MOBILE APPS

PROS:

- **COMPLEMENTS NATURAL BEHAVIOR:** We use our phones as a navigation tool all the time, and now customers can intuitively use them while inside your location.
- **TURN-BY-TURN DIRECTIONS:** Don't make your customers remember the route. This option gives real-time directions, even to a specific piece of merchandise.
- **EASY ACCESS:** If your app is already on the customer's phone, wayfinding is accessible with the touch of a button.
- **PERSONALIZED:** Deploy personalized special offers based on the user's location. "35% off, just for me? Don't mind if I do."

CONS:

- **HIGH BARRIER:** Do you think the customer will stop and download a new app to their phone? There better be a free Wi-Fi connection available. Just sayin'...
- **ACCURACY IS CRITICAL:** Since the user is on the move while using wayfinding, it's critical to track and report their location accurately. Mapping needs to be highly detailed if they're searching for a specific piece of merchandise.
- **LOW AWARENESS:** How will you promote that you have a great app available for download? You'll need to drive awareness.
- **INFRASTRUCTURE COSTS:** Costs are moderate. Since customers want their shopping experience to be personalized and seamless, there needs to be an investment in infrastructure in order to execute a program (i.e., beacons and database integration).
- **REDUCED IMPULSIVENESS:** If shoppers are head-down and on a mission, they may miss opportunities to browse merchandise and make impulsive purchases.

MOBILE AND PLACE-BASED INTEGRATION

HAVING BOTH TOOLS CAN SIGNIFICANTLY IMPROVE CUSTOMER EXPERIENCE, BUT IT'S EVEN MORE POWERFUL WHEN THE TOUCHPOINTS ARE INTEGRATED - WHEN ONE CAN TALK TO THE OTHER.

- **Enhanced Personalization:** Content on the screens is tailored to user preferences and is relevant based on previous behavior.
- **Heightened Awareness:** Kiosks can drive awareness of an app available for download.
- **Program Efficiencies:** When these tools are used in conjunction, efficiencies can be gained as some of the app architecture and development can be repurposed across touchpoints.

80% of customers¹ prefer to receive assistance in navigating to an item using either their own mobile device or a kiosk. Having both tools not only helps you connect with a larger customer base, it also gives them a memorable and personalized experience. Give them that, and they'll always come back for more.

1 Usage & Application



Putting the Power in Their Hands

Okay, all that sounds great. But how do you get the directions from a kiosk into the customer's hand, so they can get on with finding that thing they're looking for? There are a few options.

First off, let's nip QR codes in the bud. Only 19% of consumers have ever scanned a QR code². Most consumers do not have a QR code reader on their phone, so if it's required, they're going to have to download an app to scan your code. Yikes. If your native app has a scanner, that helps, but overall QR code scanning is still a foreign behavior. There are better options.

Secondly, no printers. One of the major perks of digital is cutting out the labor and cost involved with monitoring and maintaining paper experiences. If the printer goes down or you're out of paper, you've made the experience more of a hassle, not less of one.

A great option is SMS direct response. It complements current user behavior (even your grandmother can text), and you collect the customer's phone number which you can use later for remarketing efforts. Depending on the value you're delivering the customer, you might also be able to collect an email address. Data collection helps organizations deliver a more cohesive experience by understanding how customers move across touchpoints: kiosk - in-store - mobile - website.



Cross the Language Barrier

For all of you who have a tourist destination in your portfolio, consider the multilingual benefits of digital wayfinding. Static signage is costly to produce and maintain, especially when you're creating multiple versions with multiple languages. With digital wayfinding, you can translate the experience into a number of languages so more of your customers can easily navigate your location. Lower their stress; make them happy. That makes you happy.

IN CASE OF EMERGENCY

Both place-based and mobile wayfinding can help in case of emergency. Not only can you generate an alert to devices, you can navigate people to the nearest exit or safety zone. The multilingual benefit and ability to communicate with the hearing impaired is also useful.



Remember This

When considering mobile or place-based, it's crucial to understand how your customer wants to discover and explore. Give them the best tool for the job. Keep these best practices in mind:

- 1. KEEP IT SIMPLE - DON'T MAKE CUSTOMERS THINK**
- 2. SHOW ONLY WHAT IS NEEDED**
- 3. USE CONSISTENT VISUAL TREATMENTS ACROSS DIGITAL TOUCHPOINTS**
- 4. MAKE IT VERY LEGIBLE**

AS WITH ALL MARKETING INVESTMENTS, IT'S IMPORTANT TO MEASURE RESULTS AND UNDERSTAND THE IMPACT ON YOUR BUSINESS. SOME OF THE BASIC QUANTITATIVE METRICS DON'T NECESSARILY HELP DEFINE VALUE.

- Number of sessions (individual user experiences)
- Session duration (dwell time)
- Session interactions (screen touches)
- Reach (% of traffic that engages)

It can be difficult to attribute business results directly to wayfinding. When possible, wayfinding attribution should be built into the business and ROI objectives. But, there is good news: there are different measurements and analyses that help us interpret wayfinding results.

First up, let's look at sales lift. There are a number of ways to measure impact. In retail, if you promote products via wayfinding or direct customers to specific merchandise, sales lift can be measured against those specific items.

Another example is increased product and service awareness within a venue. So when a customer enters a Nordstrom, they can learn about their tailoring, shoe shining, spa, and dining services. Measure the increases in traffic and revenue specific to these promoted groups. Also, when the kiosk isn't being used, it can be utilized as more traditional digital signage to promote amenities, products, special offers, and sponsored content.

Since one of the key benefits of effective wayfinding is minimizing stress levels for customers, it can increase the time spent in the venue, resulting in more purchases. Test sales against control stores without wayfinding to better quantify the impact.

In addition to measuring sales lift, you can assign values to micro-conversions – small, personal moments that are valuable to a brand. Things like completed product searches and collected customer email addresses fall into this category.

Intercepting customers and getting more qualitative measurements is also a great way to assess value. It's beneficial to understand in their own words how wayfinding made them more inclined to buy, to return, to tell a friend, and to share in social media.

Okay, so we have a few ways to measure the impact. On the flip side, it can be helpful to realize there is a likely cost in **NOT** offering an effective wayfinding solution. Quite a bit of research has been conducted in the healthcare vertical, helping us understand the cost of doing nothing. What are interruptions and frustrated visitors costing you?



**MISSED APPOINTMENTS COST HOSPITALS
\$1.3 BILLION PER YEAR ³**



**COST OF WAYFINDING INTERRUPTIONS IS
\$220,000 PER YEAR FOR A 604 BED HOSPITAL ⁴**



**30% OF VISITORS GET LOST.
\$62,500 COST OF A DISSATISFIED PATIENT ⁵**



**Who
is
Best
in
Class?**

EXAMPLES OF HOW DIGITAL WAYFINDING IS MORPHING INTO SOMETHING MORE.

Nebraska Furniture Mart TEXAS

In 2015, Nebraska Furniture Mart (NFM) opened their new flagship in The Colony, Texas. To help customers locate products, they launched a custom wayfinding application. This app includes a touchable 3D map of the store, which helps customers navigate NFM's truly vast selection of home furnishings and electronics. Seriously, this place is huge, and the ability to direct customers to exactly what they're looking for is key.

Our new Texas store has over 500,000 square feet of retail space and over 30,000 digitally tagged items on display. We knew digital wayfinding on our mobile app as well as digital touch in-store kiosks were a must. NFM's commitment to customer service is always a driving force behind every decision, so solving the frustration of trying to locate a particular item in our massive store was a priority.

Future phases of our location-based technologies may include parking assist, faster mobile response time, and direct messaging that helps customers find their way based on opt-in personas.

LEE SUMMERS

Marketing Technology Manager
Nebraska Furniture Mart

WHAT'S COOL:



NFM uses print circulars to drive brand awareness and store traffic. Knowing that special offers motivate visits, NFM includes those offers in the wayfinding application. So, if a 25% off discount on a new red couch enticed someone to visit the store, they can interact with the digital circular and be routed directly to that red couch. Everyone's happy.



NFM places a high value on keeping their stores fresh and exciting. They reset merchandise and display areas multiple times per week. By leveraging digital price tags, sensors, and beacons, the wayfinding application is updated automatically in real-time for over 30,000 unique inventory items. This means the wayfinding is always accurate and up to date, whether the customer is trying to locate a leather recliner or the latest TV model.

3 Best in Class

EXAMPLES OF HOW DIGITAL WAYFINDING IS MORPHING INTO SOMETHING MORE.

Kings Island

The 364-acre amusement park features six in-park digital wayfinding solutions. The experiences help guests locate rides, dining locations, and other park amenities.

WHAT'S COOL:

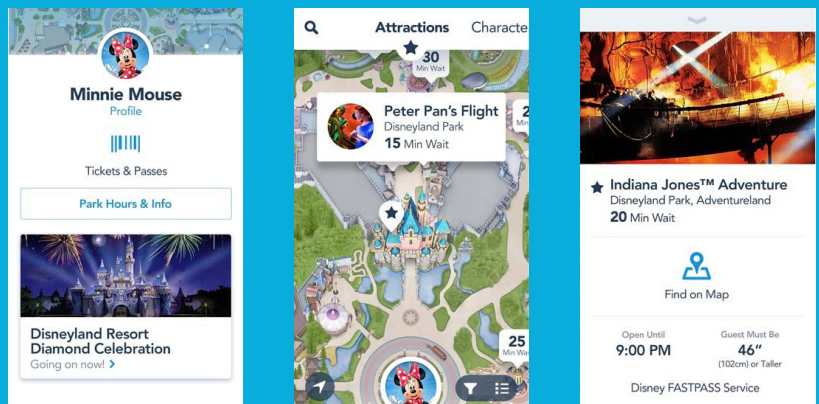


The kiosks include two separate screens. The left screen is the interactive wayfinding map where guests can find their way to rides and attractions. The right screen shows a variety of useful and entertaining dynamic content. Examples include up-to-date ride wait times, weather updates, sports and news, and curated social media content.

Disneyland

Sticking with the amusement park theme, let's look at another excellent example: the Disneyland mobile app. As you would expect from Disney, they're in tune with the needs of their guests and have taken their mobile app way past wayfinding.

WHAT'S COOL:



In addition to exploring the park with GPS-enabled maps, guests can enter the park, check wait times for rides, locate their favorite characters, and make dinner reservations. Although wayfinding is a primary utility for the app, its features give guests a memorable experience.

4 Evolving Technologies

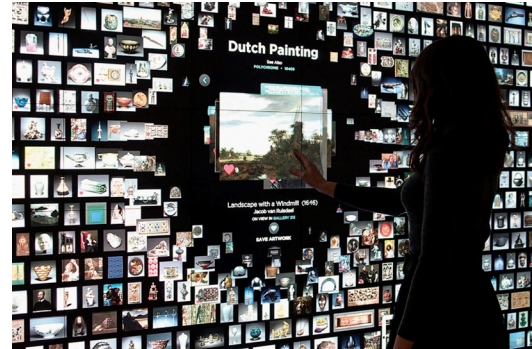
IN THE WORLD OF WAYFINDING, NEW TECHNOLOGIES CONTINUE TO EMERGE MAKING THE CUSTOMER EXPERIENCE BETTER AND THE EXECUTION CHEAPER. AND WHO DOESN'T LIKE BETTER AND CHEAPER?

AUGMENTED REALITY (AR)

AR offers a richer visual wayfinding experience, letting the user be heads-up so they can experience their surroundings as they navigate. AR technology has come a long way in the past five years and continues to be widely adopted by users and technical developers.

The AR experience at Gallery One in Cleveland is best in class. Tablets can be docked at the 40' digital Collection Wall where visitors can save objects from the wall to their device, creating a list of favorites.

These favorites are used to create a custom tour, with the tablet serving as the virtual tour guide.

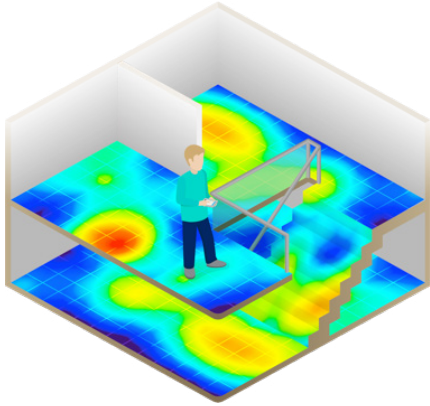
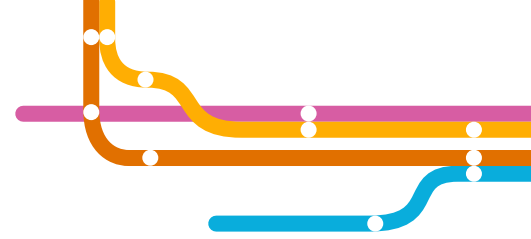


3-D VIRTUAL TOURS

Companies now offer robust place-based wayfinding systems that include “wow” features. In addition to the core ability to search and browse, users can “walk” through 3D virtual tours and interact with points of interest.

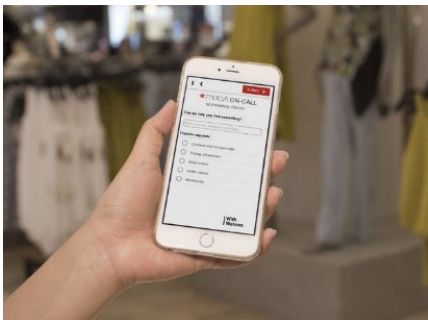


4 Evolving Technologies



POSITIONING WITH GEOMAGNETIC TECHNOLOGY

There is now a way to deploy scaled wayfinding services both cost-effectively and ubiquitously. An indoor positioning system, patented by IndoorAtlas, locates people using radio waves, magnetic fields, and acoustic signals. Unlike Wi-Fi and beacons, the geomagnetic technology provides positioning that does not require the purchase, installation, or maintenance of large costly infrastructures. It's a new approach to wayfinding and proximity marketing.



VOICE ACTIVATION & ARTIFICIAL INTELLIGENCE

In July, 2016, Macy's partnered with IBM Watson and Satisfy on a new mobile tool centered on ease of use in locating products, facilities, and services. The AI-powered platform is an advanced wayfinding application allowing shoppers to inquire about departments, brands, products, and services in ten test locations.

What makes this tool special is that it's smart, and voice-activated! Voice recognition has come a long way, and now users can simply say what they're looking for and the app responds with directions. No unfamiliar interfaces. Just speak and go.





Conclusion

Now that we've grown used to letting our phones do our navigating for us, we're now expecting those same phones and apps to navigate us when we're inside the destination they brought us to. Like it or not, that's where we are now. Wayfinding acknowledges this important truth and uses it to enhance the overall customer experience.

In order to create a solid strategy, you need to first understand your customers' needs and what they feel would improve their shopping experience. If they want assistance navigating your venue and locating products, an upgrade to digital wayfinding might make good sense. Don't know for sure what your customers want? Best to go the simplest route and ask them.

In this digital age, personalization and convenience are critical pillars, and one of the best ways to deliver against these expectations is the integration of mobile and place-based digital wayfinding. More brands need to explore ways to unlock the possibilities so that all can benefit.

Finally, customer expectations in terms of digital's role in the journey are most likely being (re)defined by companies outside of your direct competitive set. Keep your eyes out for ways to secure an advantage over your competition.

Sources

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