

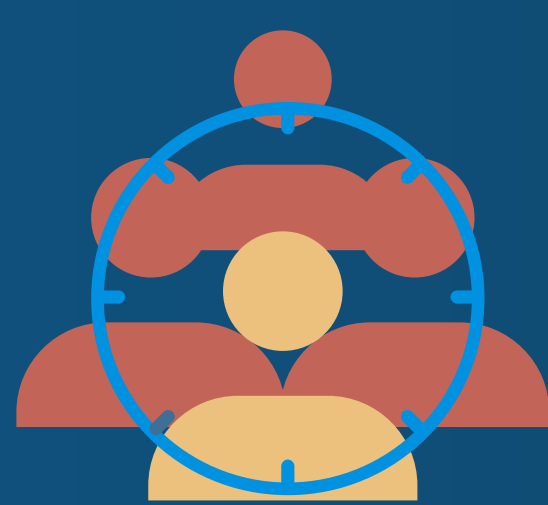


A RETAILER'S GUIDE TO Understanding Today's Shoppers Expectations

Personalization

Modern shoppers expect a carefully curated customer experience. Retailers need access to a complete profile on each customer that includes shopping preferences and past purchases.

Integrate with your CRM and online systems to gain a better understanding of a customer's online activity (Wishlists and Browsing History). Create a more personalized customer experience while strengthening customer loyalty... get ready for improved sales too!



SMART

While today's digitally-driven customers are already attached to their Smartphone, they seek SMART stores and SMARTer shopping experiences that offer end-to-end customer connection with your brand.

This means on-demand, personalized, assistance and recommendations —a frictionless and more relevant shopping experience.



Mobile

Today, more than half of all e-commerce traffic is taking place on a mobile device, as mobile shopping continues to grow at an extraordinary pace. As a preferred channel, shoppers expect their mobile shopping experience to be flawless. Customers use their smartphones for assistance throughout the entire buying journey. Modern retailers must aim for a mobile experience with convenience and speed in mind as shoppers will abandon a mobile site that isn't easy to navigate or takes more than 3 seconds to load.



Expansion

Online shopping is only going to continue to grow as modern shoppers enjoy using more channels and shopping on the go. Retailers must develop strategies to expand their reach across online, mobile, and social channels to meet customers wherever they choose to shop.



Protection

As technology continues to shape the future of retail, retailers must do more to protect their technologies. Hackers, viruses and data breaches have become a multi-billion dollar problem for the retail industry.

Retailers owe it to themselves and most importantly, their customers, to make cybersecurity a top priority.



Fulfillment

Modern shoppers want what they want, when they want it. It's that simple.

Convenience will undoubtedly continue to fuel purchasing decisions and the race for who can get customers their item the quickest, free of shipping charges, is officially on!



Modernization

Invest in new digital capabilities that add value to your shopping experience while making it easier for your business to meet customer expectations.

Make a decision to adopt technology that will better serve your customers, think VR, Smart Shelf Technology, Interactive Kiosks, Self-checkout, Mobility, Apps to enhance in-store experiences, and that's really just a start.



Thinking about implementing new technology to exceed today's customers' expectations?

Start with a Conversation