



Customer-Centric Commerce

The New Imperative for Retailers

The Digital Consumer Has Arrived

91%

of consumers receptive to mobile services

60%

of shoppers worldwide now connect to Internet daily via their own smartphones



What Digital Consumers Want

Efficiency

Less hassle, faster time to purchase, ease of problem solving

Relevance

Shoppers want the internet commerce-like experience in brick-and-mortar locations, with personalized offers

Savings

Discounts, promotions



Engagement

Learning about what's new, entertainment, exploring accessories

Relationship marketing

Shoppers less influenced by traditional marketing activities, and more by social and relationship info

Retailers Ready for Customer-Centric Commerce

Applications that line-of-business (LOB) plan to roll out in 1 – 5 years:



Navigation/mapping/ "wayfinding" capabilities for customers

60%



End-user tracking and analysis

59%



Location-based offers/promos to customers

58%



Location-based communications for customers

63%

Top 3 Benefits of Location-Based Services



Create a more captivating experience onsite / increase customer satisfaction



Create loyalty / repeat visitors



More relevant, right-time communication

Top 3 Reasons Retailers Are Enabling the Internet of Things (IoT) in Their Business

Improve customer service and support



Lower operational costs

Acquire/retain more customers

Getting to Customer-Centric Commerce

Make money: \$40M revenue growth for every \$1B in sales based on \$1 extra dollar per cart

Save money: If each associate in a \$1B retail organization reduced time needed to help each customer by 1 minute, 660,000 hours could be recaptured while providing higher value-added service

At \$15/hour, this = \$10 million

Potential Payback: Make Money, Save Money

Retailers must provide high-quality, "hyper-relevant" shopping experiences:



- ✓ Deliver Internet-like experiences in-store with next-generation mobile applications and video
- ✓ Value delivered in real time throughout the shopping life cycle
- ✓ Take steps necessary to earn shoppers' trust regarding their personal data
- ✓ Provide the speed, convenience, information access, and product assortment that tech-centric mobile shoppers demand now

Winning Wallet Share of the Digital Customer



- ✓ Retailers that thrive will connect and engage better with digital consumers
- ✓ To architect dynamic shopping experiences, including real-time and historical data, organizations must revolutionize their business models
- ✓ Retailers must ensure their IT infrastructure can do 3 things:
 1. Deliver new services quickly
 2. Provide hyper-relevant, contextual-based content
 3. Offer a seamless user experience