In Retail, Insight Is Currency and Context Is King

The Internet of Everything (IoE) is changing shopping behavior.

A Retailer’s Map to Hyper-Relevance

Consumer Interest in IoE-Enabled Solutions

3 Key Value Drivers

- Savings
- Engagement
- Efficiency

IoE-Enabled Solutions

- General in-store offers [digital signage]
- Special offers [augmented reality]
- Targeted offers [digital signage]
- Checkout optimization
- In-store guidance [digital signage]
- In-store guidance [augmented reality]
- Scan-and-pay [smartphone]
- Drive-thru pickup
- Same-day delivery
- Reviews [augmented reality]
- In-store advertising
- Product recommender [augmented reality]

73% would use smartphones to scan products for special offers and promotions in the store.
78% would view general in-store offers available to everyone.
67% would view targeted offers on nearby digital signage tailored to a consumer’s interests and preferences.
63% would use in-store guidance (augmented reality) to help locate items on a consumer’s shopping list in the store.
77% would use checkout optimization to receive estimated wait times.
67% would use in-store guidance (digital signage) to obtain information about the location of a product in the store and the best path to get there.
60% would scan product barcodes with a smartphone and pay at a self-service checkout.
53% would order products online and pick them up in person using a drive-thru lane at the store.
57% would order products online and pick them up in person using a drive-thru lane at the store.
57% would order products online and pick them up in person using a drive-thru lane at the store.
54% would use an in-store advertising app to receive information about products.
48% would scan for product recommendations, such as a wine pairing for a meal.
53% would view in-store advertising to obtain information about products in the store.

These solutions enable the hyper-relevant customer experiences that will keep retailers competitive in the IoE era.

Extract from “Winning the New Digital Consumer with Hyper-Relevance: In Retail, Insight Is Currency and Context Is King”

To access the full white paper use the following link: www.cisco.com/go/retailerinsight