

# NEXT-GEN STORE

CONTROL OF THE STORE EXPERIENCE SHIFTS FROM RETAILER TO CONSUMER

Over the next few years, customer engagement and commerce will occur on platforms not controlled by the retailer — 3rd party mobile apps, social media and messaging platforms among others. This will transfer control of the user experience from the retailer to the consumer. <sup>(1)</sup>

## TRENDAGRAM



Customer engagement in the future may allow customers to video conference with associates. 6% of retailers already offer this service to customers. <sup>(2)</sup>



**27%**  
Retailers accept mobile payments in store



**54%**  
retailers plan to adopt mobile payments within 24 months <sup>(3)</sup>

**20%**  
Retailers accept PayPal: More than any other alternative payment type <sup>(2)</sup>

**ONLY 8%** of retailers offer virtual mirrors to customers <sup>(2)</sup>

**\$11.1 TRILLION**  
Estimated annual economic value that digital and "smart" technology investments could contribute to the economy <sup>(5)</sup>

**7%**

Amount of IT budget spent on tech to meet expectations of Millennial shoppers <sup>(5)</sup>

**20%**  
Rate retailers using digital touchpoints convert shoppers vs. companies that don't <sup>(4)</sup>

**16%**

**8%**

Only **30%**

Retail labor hours allocated to in-store customer service and sales <sup>(6)</sup>

### Capabilities with the greatest impact on improving customer engagement: <sup>(7)</sup>

- 51% More personalized offers
- 33% Improved mobile app experience
- 33% Store associate training
- 26% More rewards/loyalty points
- 21% Clienteling ability for store associates
- 16% Improved social media use
- 14% In-store interactive visual displays

**8% to 16%**

Retailers accepting ApplePay doubled last year

**44%** more will accept within 3 years <sup>(2)</sup>

**68%**

Retailers eager to utilize new tech to improve customer experience, identify customers, and access customer-specific information in real-time <sup>(2)</sup>

Sources: 1 – "A Framework for Retail Transformation," EKN Research; 2 – "The 17th Annual POS/Customer Engagement Survey 2016," Boston Retail Partners; 3 – "State of the Industry Research Series 2015: Customer Context Power — A Success Imperative," EKN Research; 4 – "The New Digital Divide," Accenture; 5 – "The Internet of Things: Mapping the Value Beyond the Hype," McKinsey Global Institute; 6 – "Changing the Retail Labor Model for a New Retail Environment," EKN Research; 7 – "3rd Annual Customer Engagement Tech Trends Study," RIS News

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