From Site to Store: Enhancing the Customer Experience with Tech

WHAT IS Omnichannel?
- Branded Merchandise
- Product Placement
- Digital Signage
- Television
- Radio
- Promotions
- Events
- Social Media
- Mobile Site
- Browser-based Apps

Omnichannel: Providing customers with a unified message, brand & experiences across platforms.

Content is:
- being created via a weekly basis by more than 40% of B2C marketers.

WHO generates content?
- Brands
- Experts
- Customers

Highly Targeted Promotions based on Customer Behavior create a Seamless Customer Experience.

What is the impact on Retail Stores?

Showrooming
- 80% of consumers research in store before purchasing online.

Webrooming
- 60% of consumers research online before visiting in store.

Over 50% of today’s shoppers are “Phy-gital”
- 60% of shoppers
- 70% of shoppers

Tools for Implementing Innovative Digital Solutions in Retail Environments:
- Process Management Overview
- Customer Development Tools
- Services RFI
- Performance Test
- Software for Retail Security
- Data Management
- Mobile Application
- Configuration Innovations

Sources:
Altimeter: "5 Key Insights to Winning Today’s ‘Phy-gital’ Shoppers"
Forrester Research: "The State of Showrooming: A Changing Consumer Landscape"
"Content Marketing Institute"