

CUSTOMER-CENTRIC RETAIL

# 3 WAYS TO ENGAGE CUSTOMERS IN-STORE WITH DIGITAL EXPERIENCES





Offer customers the conveniences and autonomy they enjoy when shopping online.

In a world of tech-savvy consumers who value experience over anything else, the most powerful weapon in an omni-channel retailer's arsenal is **bringing digital experiences into the store** – still the preferred shopping channel accounting for 9 out of 10 retail sales!

## WHAT DOES IT TAKE TO WIN?

The struggle to adapt for modern retail success is real, and the competition has never been tougher.

The good news is that **every brand has the opportunity to innovate** and win as long as they take a customer-centric approach (as opposed to a channel-centric approach). Because personalized customer experiences are the new currency of customer loyalty.



64%

customers choose a brand based on experience over price.<sup>1</sup>



86%

are willing to pay more for a better customer experience.<sup>2</sup>



89%

of companies plan to compete on the basis of customer experience.<sup>1</sup>

## THIS EGUIDE COVERS 3 WAYS TO ENGAGE CUSTOMERS AND EMPOWER EMPLOYEES

- Bring rich product information to life through interactive displays.
- Use digital devices to ensure store associates are as informed as your customers.
- Offer personalized and targeted offers as they shop in your stores.
- Steal a page from a client success story.
- Discover the solutions to help you succeed.



# 1 / INTERACTIVE PRODUCT DISPLAYS



How can you bring the **convenience** of online shopping and **product information** to your customers when they're in your store? And how can you ensure your employees are just as informed, so every encounter is a positive experience?

In-store digital experiences can increase<sup>12</sup>:

- conversions by **20%**
- purchase amount by **29.5%**
- store traffic by **32.8%**

## TIPS

### THREE BRANDS THAT ARE GETTING IN-STORE DIGITAL RIGHT:

#### Product information

**Sports Experts** has RFID-enabled 'Shoe Wall' displays giving customers autonomy to access product information and store availability, and endless aisle visibility into company-wide inventory to order out-of-stock items and ship to store or home.

#### Digital price tags

Fashion brand **Kate Spade** uses strategically located tablets in its Tokyo stores instead of pricing each item. This enables a brand to rapidly adjust pricing based on real-time information (weather, promotions on slow moving items, raise prices on products that are flying off the shelf).

#### Dynamic pricing

Home improvement retailer **B&Q** is testing dynamic pricing based on peak times during the day, and offering loyal customers special prices and discounts.

## 2 / EMPOWER EMPLOYEES WITH MOBILE

Boost performance and confidence with mobile apps that **enable personalized and guided customer engagement**. With access to rich product information, a unified view of the customer, endless aisle capabilities and mobile POS, they can suggest products and promotions, find items not in stock, and even complete the order on the spot.

### Retailers are investing in in-store clienteling<sup>13</sup>

- **63%** of retailers have or plan to have clienteling deployed over the next three years.
- **60%** will enable suggestive selling capabilities.
- **49%** will provide guided selling tools.



## TIPS

### ENDLESS AISLE

Endless aisle solutions open the door for innovative retailers to **remove the limitations of physical stock** and provide customers and employees transparency into the complete range of inventory. This ensures that a customer can always find what they're looking for, and you can help them get it as fast as possible.

#### Here are 3 ways endless aisle solutions drive incremental revenue

1. **Meet customer expectations** – never lose a sale due to lack of in-store assortments and availability.
2. **Maximize the use of store real estate** – increase product offering and assortment with no impact on store footprint.
3. **Preserve margins** – fulfill orders with items from stores where inventory is at risk of being marked down due to seasonality or missed sales expectations.



## 3 / THE BENEFITS OF BEACONS

Beacons can provide tremendous value as part of your mobile strategy to **directly boost in-store sales**. For example, the opportunity to boost sales with real-time targeted messages, offers and incentives on items that are within their reach. Plus, to top it all off, retailers **capture incredibly valuable** data about in-store consumer behavior.



## TIPS

### 3 EXAMPLES OF HOW BEACONS CAN FIT INTO YOUR STRATEGY<sup>14</sup>

#### App Engagement

In **Carrefour's** Romania hypermarkets, its beacon enabled app engages customers in each department with notifications about product information, services and special offers. The result? 400% increase in app engagement and 600% increase in app users in 7 months.

#### Retargeting

Forward-thinking Pharmacy chain, **RiteAid**, has installed beacons in over 4,500 stores for retargeting, personalization of the in-store experience, and to eventually link its stores to the Internet of Things.

#### Cart conversions

U.S based **Nordstrom** bridges the gap between online and offline by alerting in-store shoppers if an item in their online shopping cart is in stock or on special.

## ★ SUCCESS STORY: SPORTS EXPERTS ADDS INTERACTIVE DISPLAYS TO ITS ARSENAL

### Challenge

**FGL Sports'** leading retail banner **Sports Experts** needed to modernize their ecommerce site and re-invent their stores in time for Black Friday.

### Solution

They built a new commerce foundation on the Orckestra Commerce Cloud platform powered on Microsoft Azure to drive an RFID-enabled interactive product display. Customers and employees have instant access to information including store availability, endless aisle to find out-of-stock merchandise in other stores.

### Use Case

John thought it was great that he could scan the boots he liked and access the same detailed product information in the store that he's used to online. Plus he could see if his size was available, and if not he could find them in another store and have them sent over.



See why FGL Sports was able to beat the competition with Orckestra and Microsoft technology.

[Download the case study](#)

[Watch the video](#)

## READY TO BRING DIGITAL EXPERIENCES INTO YOUR STORES?

**Innovation is no longer an option when it comes to personal service, product selection, value and convenience.**

New channels and touchpoints, disparate systems, and increasing global competition have made it seemingly impossible for retailers to deliver the differentiating experiences they need to win. The gap between what your customers want and what you can do with your existing technology will continue to widen.

In order to fill that gap, **Orchestra Commerce Cloud** enables you to rapidly deliver unified commerce experiences through digital solutions for your stores.

How can we help you adapt for modern retail?  
**Contact us today. >**

# ABOUT ORCKESTRA

Orchestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.

## REFERENCES

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