

CUSTOMER-CENTRIC RETAIL

3 WAYS TO CONNECT WITH YOUR CUSTOMERS IN A MOBILE-FIRST WORLD





In the next 3 years, mobile sales are expected to jump from 33% to **43% of all ecommerce sales**¹. That's a clear indication of the astounding impact of mobile commerce growth in modern retail, and why retailers who aren't adapting have a tremendous amount to lose. There's ample opportunity to use mobile shopping experiences to grab wallet share with the right offer and promotion at the right time.

WHY RETAILERS MUST ADAPT FOR OUR MOBILE-FIRST WORLD

People are addicted to their smartphones, checking them on average²:

74

times per day
(18-24 year olds)

50

times per day
(25-34 year olds)

35

times per day
(35-44 year olds)

It's a new way of life across the globe³. By 2016:

46%

almost half of the world's population will use a mobile phone.

38%

of online transactions in the US and 32% in Europe will come from mobile devices.

1 / NATIVE MOBILE APPS



In a world where consumers are already inundated with apps and notifications, how can you stand apart and **convince customers to download and use your app**? With compelling, convenient, localized and personalized experiences that are unique to your brand.

Top 5 reasons shoppers prefer a retailer's mobile app over their website⁴:

63%

because it's more convenient

57%

because it's faster

40%

enjoy having stored settings

31%

love benefits and rewards

21%

appreciate more personalized content

When developing your mobile strategy, keep in mind that **mobile apps are not silos**, they are an extension of your online and brick and mortar business, and must **share the same unified view of products, inventory, customers and orders**.



“Mobile can act as the all-important digital mortar between the bricks of the physical store.”⁵

TIPS

5 things your customers want from your mobile app:

- Find store location and hours
- Read customer reviews
- Check order status
- Find and redeem coupon codes
- Check product availability online and in-store

4 great ways to boost usage:

- Benefits or rewards for using the app
- Real-time, contextual offers
- Offer better deals and flash sales
- Loyalty gamification

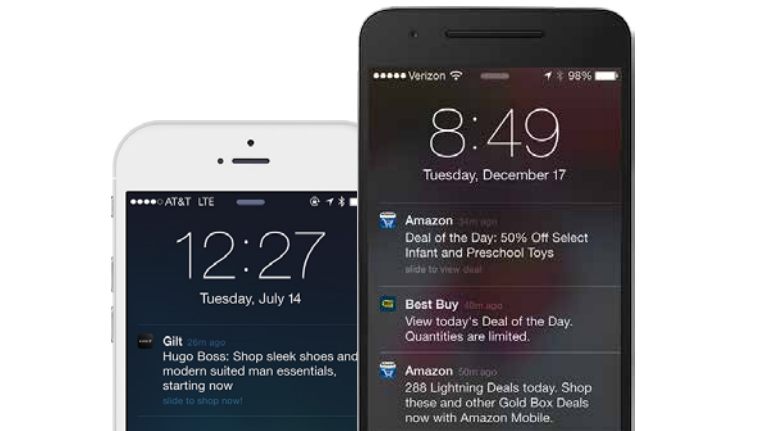
2 / LOCATION SERVICES AND PUSH NOTIFICATIONS

Location-based services and push marketing are great ways to stay agile, connect with customers one-on-one, and add value to your mobile app. Which will in turn **increase downloads and usage**, providing you **more data to optimize your app and services**. But in order to deliver the personal experiences customers want, you need them to share personal information, which they aren't willing to do unless you can prove added value and security. It's a catch 22 situation.

RELEVANCE IS KEY, TRUST AND SECURITY ARE MUSTS

Even if a customer uses a retailer's mobile app to shop, there are still many concerns about sharing information⁴:

- Only **32%** are willing to share location information with a retailer.
- Only **32%** allow push notifications.
- Less than **24%** are willing to share personal data.



TIPS

Target customers within a certain radius of your store to drive traffic:

- Push a lunch hour food tasting or fashion show.
- Promote a flash sale on shoes or cosmetics.
- Offer exclusive discounts within the next hour.
- Offer 10% off items in their cart.
- Promote slow-moving items in nearby store.

10X

Retailers who use targeted geofence push notifications have seen up to 10 times the click-through rate versus blast notifications.⁴

3X

In other cases, when the push messages are personalized, there has been 3X more app launches and increased engagement.⁴

3 / M-COMMERCE MOBILE PAYMENTS



With the proliferation of mobile usage and m-commerce, it's only natural that mobile payment be part of the retail shopping experience evolution. As part of your mobile strategy, it's important to **understand how your customers will want to pay** because there is a vast amount of different mobile devices, operating systems and networks.

Like your payment process across other platforms (POS, ecommerce site), your mobile process has to be **simple, intuitive and trustworthy**.

The battle for the consumer wallet is on⁶:

20%

of smartphone users will use mobile payment in 2016

+210%

estimated revenue using mobile payments (\$27 billion) vs previous year

+62%

increase of mobile payment users (37.5 million users) vs previous year

☆ SUCCESS STORY: IGA BRINGS MOBILE INTO THEIR OMNI-CHANNEL GROCERY EXPERIENCE

Challenge

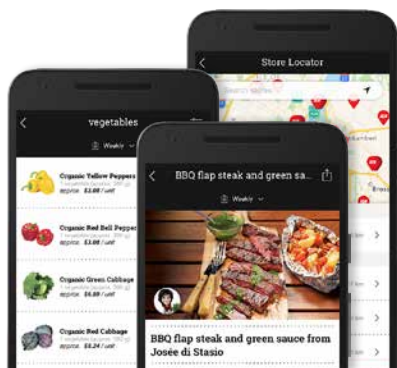
Sobeys, a leading national grocery chain, understood that ecommerce had to extend beyond their revamped website in order to compete and avoid losing ground with their 'connected' customers.

Solution

Leveraging unified commerce data, **Sobeys' IGA franchise banner** built an app that delivers personalized offers based on taste and history, as well as convenient in-store shopping experiences with product information and fastest shopping route suggestions.

Use Case

So now, when Julie logs into her IGA app, her shopping list is always ready, she sees new specials on her favorite brands, and is interested in several recommended products. When she goes to the store with mobile in hand, her route is all laid out for her. She's extremely pleased to save time, money, and discover new products with such ease!



Learn more about the IGA mobile grocery shopping app powered by Orchestra Commerce Cloud built on Microsoft Azure with Machine Learning.

[Download the case study](#)

ARE YOU ENGAGING CUSTOMERS EVERYWHERE THEY WANT TO SHOP WITH YOU?

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 connect with your customers across all touchpoints and create differentiating shopping experiences.

Discover 9 more ways to personalize experiences!

Download Ebook now. >

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.

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