



FOCUS ON
IN-STORE
EXPERIENCE

SOLVING FOR UNIFIED COMMERCE

PUSHING THE PHYSICAL LIMITS OF RETAIL WITH FOUR DIGITAL STORE EXPERIENCES





WHAT'S INSIDE

1/ **DIGITAL SHOPPING ASSISTANT**

GUIDE THE SHOPPING JOURNEY WITH THIS TRUSTED ADVISOR.

2/ **ENDLESS AISLE**

ELIMINATE LOST SALES BECAUSE OF INVENTORY SHORTAGE.

3/ **MOBILE POS**

EMPOWER EMPLOYEES TO DELIVER A COMPLETE CUSTOMER EXPERIENCE.

4/ **IN-STORE FULFILLMENT**

LEVERAGE YOUR STORES AND DRIVE INCREMENTAL TRAFFIC.

RETAIL WILL NEVER BE THE SAME



Digital has made a profound impact on the entire retail experience, and now, its impact is leaving a lasting impression on retailers to up their game in-store, or else.

The retail experience is no longer constrained by the limits of just a physical store or ecommerce site. Consumers continue to push retailers to deliver increasingly innovative and personalized experiences everywhere, all the time.

This eBook introduces opportunities for retailers to integrate digital solutions into their stores to deliver the experiences modern consumers, like Emma, expect on the path to purchase.

Meet **Emma**.

As a dedicated runner, Emma loves the challenge of new routes, fresh terrain, a few hurdles once in a while and of pushing her physical limits. When it comes to shopping for new running shoes though, Emma demands a clear and seamless path to purchase.

Thanks to regular communication pieces from her favorite shoe brand, Emma knows a new style is coming out soon that will completely suit her unique needs. Emma has spent a lot of time researching the technological advancements that have been made to running shoes and apparel and the benefits these advancements will give her.

But footwear isn't the only part of Emma's shoe buying journey that's been upgraded with the latest technology.



"We will see more disruption in the next 10 years of retail than we did in the previous 1,000."¹

Doug Stephens, founder of Retail Prophet.

THE CONVERGENCE OF DIGITAL AND PHYSICAL RETAIL IS REAL, AND IT'S NOW

Emma's time online researching running shoes allowed her to discover the best shoe choice, provided details for the closest location of the retailer with the best price, and the retail website even gave Emma visibility into the inventory of that particular location, ensuring she wouldn't be disappointed in-store.

While on the retailer's website, Emma also noticed a great sale on a step tracker that would be a perfect gift for her father who had recently stepped up his fitness regime. Knowing she would be going into the store to try on the shoes she wants, but not wanting to miss out on the great deal, Emma purchased the step tracker online and selected the in-store pick up option.

Like Emma, today's shoppers want to be able to shop online, offline, and every line in between. The new shopping experience is a culmination of the massive changes retail has experienced over the past couple of decades. Pure online players or strictly brick-and-mortar retailers can no longer survive in the rapidly evolving digital world that serves increasingly tech-savvy consumers with rising expectations for seamless experiences and personalized touches. Shoppers today want the best of the digitalization of the online world, combined with the engagement and fulfillment of the physical store.



85%

of consumers say they prefer to shop in physical stores.²

71%

of consumers say they would even prefer to shop at an Amazon store over Amazon.com.²



IN THIS EBOOK . . .

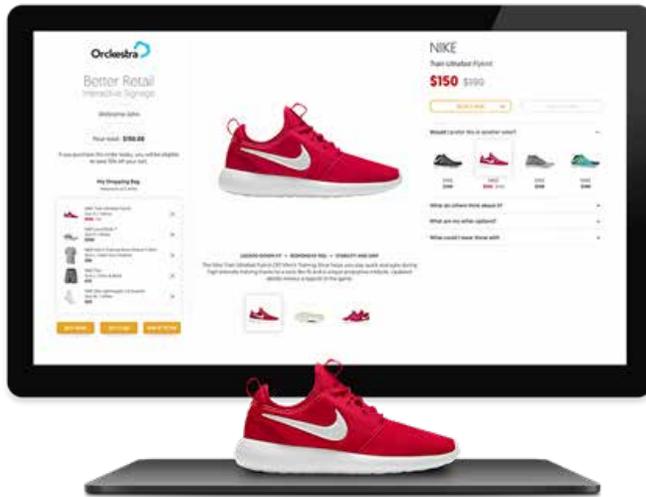
With these massive changes, retailers have many opportunities to deliver personalized shopping experiences for customers like Emma throughout the shopping journey.

To facilitate an experience where a purchase that was started online can be completed in-store and vice versa, organizations need to bring together many disparate back-end systems to deliver the frictionless purchasing experience customers expect.

Follow Emma's seamless path to purchase from online research to outstanding personal service in-store with a retailer that understands the power of innovation to leverage their stores and employees as a competitive advantage with these four solutions: **Digital Assistant, Endless Aisle, Mobile POS, and In-Store Fulfillment.**

- Redefine the role of stores
- Embrace technological innovation
- Drive service enhancements
- Improve operating margins
- Create a cultural shift
- Enable staff that reinforce brand values

1 / DIGITAL SHOPPING ASSISTANT



/ The retail location **Emma** visits has recently upgraded its shoe department with digital displays. Although Emma is confident she has chosen the best shoe for her needs, and even has all the details saved on her mobile phone, the appeal of the digital display entices her to check out other shoe styles and browse a bit more.

She starts by placing the shoe she came for on the shelf, instantly getting interactive content about the shoe itself, alternate product images and even a promotional video that demonstrates its performance characteristics. Without even putting the shoe on her foot, Emma is able to get a sense of the shoe in action.

The display's virtual assistant prompts Emma with questions that guide her through a more personalized research experience, with her color and size preferences, product reviews, ratings and relevant recommendations.

After interacting with the display, Emma now has three pairs to try on, plus a couple of running accessories she'll add, and even saw a pair of walking shoes for her dad. She'll have to come back with him.

How it works: In this scenario, each shoe has an RFID tag that's scanned when placed on the shelf. All of the product information called up on the screen is from a centralized system that manages the company's entire product offering and shares it across all digital touchpoints (website, mobile app, email promotions, Facebook, Instagram, etc.). This ensures that wherever Emma interacts with that brand, her experience is consistent.



DIGITAL ASSISTANT



ENDLESS AISLE



MOBILE POS



IN-STORE FULFILLMENT

GUIDE EMMA'S PATH TO PURCHASE WITH DIGITAL SHOPPING ASSISTANTS

Meet her expectations:

- Like most of your customers, she wants information and engaging experiences.
- Digital Shopping Assistants are a natural extension of the many screens that have become an integral part of our everyday lives.
- Since the introduction of multi-touch interactivity, today's digital consumers expect screens to be interactive (touchable) in order to keep them entertained and engaged.

Self-serve kiosks improve customer experience and increase sales for retailers by

20%³

Empower her:

- Most shoppers enjoy the option of being self-sufficient.
- Empowering shoppers allows them to avoid waiting for help, finding a sales associate, or taking the time to explain what they're looking for and why.

Impress her:

- When shoppers engage with sales associates, interactive displays can be a valuable tool for the associate, allowing them to be as informed, if not more so and instantly find answers to customer inquiries without leaving the customer's side.



DIGITAL ASSISTANT



ENDLESS AISLE



MOBILE POS



IN-STORE FULFILLMENT

✓ HOW TO LEVERAGE DIGITAL SHOPPING ASSISTANT

- Educate shoppers with interactive displays powered by the same data as your website.
- Deliver targeted promotions and product videos to interactive in-store displays.
- Provide customers with self-serve access to your entire product offering.
- Introduce product substitutions and machine learning recommendations.
- Upsell and cross-sell (complementary products).
- Capture invaluable data on in-store customer behavior and preferences.

Digital technologies influence

**36% or
\$1.1 trillion**

of in-store retail sales, and this number will likely increase to 50 percent of in-store sales.⁴



DIGITAL
ASSISTANT



ENDLESS
AISLE



MOBILE
POS



IN-STORE
FULFILLMENT

SELF-SERVE KIOSKS HELP RETAILERS STAY ONE STEP AHEAD OF GENERATION C

Across demographics, one thing is certain—this is a new generation of connected consumers: Welcome to Generation C. They're highly informed when they visit the store, are in control of their own shopping journey, and often view the in-store experience as the final purchasing decision point.

45%

of customers say digital is essential to make in-store buying easier.⁵

33%

of customers say they spend more when they use digital as part of their shopping experience.⁵

Who makes up Generation C?

Millennials: When it comes to shopping, it's no surprise that millennials prefer to engage with brands through digital channels vs traditional marketing tactics such as printed ads and flyers. Millennials are forcing brands to become much more digital and social savvy.

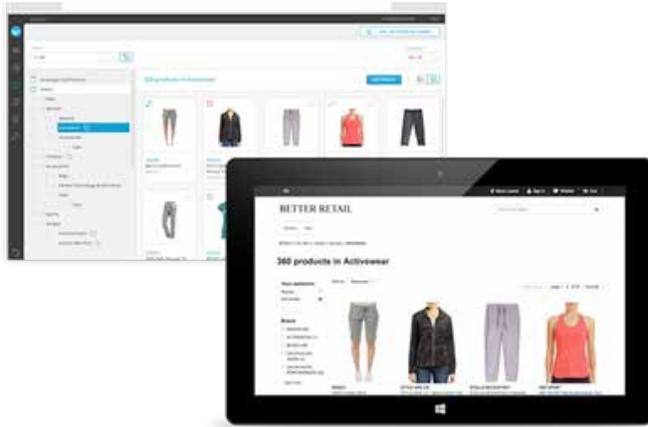
Baby Boomers: One of the largest demographics in the world, they also have the most money to spend. Understanding how they choose to spend it and what influences their purchasing decisions are primary interests to retailers. Plus, Boomers are still most likely to make their purchases in store.

Gen Xers: Stuck between the two, Gen Xers are often described as cynical, entrepreneurial, educated, tolerant and practical. This demographic is known for researching, so considering how they think and what they're buying, and how they're buying it, is how retailers can be better poised to market successfully to them.

Digital kiosks offer retailers another way to communicate with their more tech-savvy customers in their stores, with the agility to rapidly respond to changing expectations with timely, relevant and targeted information. Whether customers want autonomy or seek help, digital kiosks serve everyone's needs, including in-store associates.



2 / ENDLESS AISLE



Emma walked into the store knowing that the style and size she had previously picked out was available in inventory. But while she continues to browse using the digital assistant, a store associate, Joey, introduces himself to see if she needs help. He shows her a few functions that might help her, and when she's finally ready to try on some items, he's close at hand to assist.

Rather than having to leave Emma to search the inventory in the back room, Joey is quickly and efficiently able to look up the exact location where her style and color preferences are. When he discovers that the blue ones she chose are not available in her size, he is able to suggest a different color, or comparable style in blue for Emma to try. The great thing is that the options he gives her are all based on accurate information, so she won't be disappointed when he comes back with her choices.

How it works: In this scenario, Joey's tablet is powered by a store associate app that is seamlessly integrated with the company's unified commerce platform. This gives him instant access to enterprise-wide inventory availability across stores, warehouses and distribution centers, so he can help his customers find exactly what they want and the fastest way to get it to them. This helps not only eliminate the limitations of the physical store, it also empowers Joey to be of the utmost assistance.



★ MAKE SURE EMMA LEAVES HAPPY WITH ENDLESS AISLE SOLUTIONS

- Just like online shopping, if she sees an item she wants, she should be able to order it and have it picked up or sent to her, no excuses.
- Like most consumers, she sees no difference between the store and online business.
- This type of transparency makes her trust the retailer even more, encouraging her to keep shopping with them.
- She also loves that she can count on knowledgeable staff to help her make the perfect choice.

Customers will typically wait



5 minutes

or less before abandoning a purchase and leaving the store while waiting to find a product or accessing information about a product.⁶

☑ HOW TO LEVERAGE ENDLESS AISLE

- ☐ Eliminate the risk of increasing a store's physical space to accommodate more inventory.
- ☐ Virtually expand product offerings in-store to include a far greater assortment of products.
- ☐ Provide shoppers with visibility on inventory and product availability in their current store, at other stores or in a warehouse.
- ☐ Allow customers to order from a different location, store or warehouse.
- ☐ Erase the lines between online and offline with unified product offerings



DIGITAL ASSISTANT



ENDLESS AISLE



MOBILE POS



IN-STORE FULFILLMENT

EMPOWERING YOUR SALES ASSOCIATES IS THE MOST IMPORTANT MOVE YOU CAN MAKE



Whether a discount retailer or a luxury brand, retailers are beginning to understand how important the store associate is to the overall shopping experience and the business. As consumers become ever more connected, store associates must have the knowledge, skill-set and desire to offer the best possible experience.

But it seems they don't have the knowledge and tools to provide great customer service.

To provide complete customer service, store managers and associates must have the right knowledge to help these educated consumers with their final buying decisions. Which means they need more than real-time and accurate product information, they need it to be consistent and totally in sync with what customers are accessing across all channels and touchpoints. Plus, they need to be able to find the product and get it to the customer, with access to stock levels across the network, and delivery alternatives, such as next-day in-store pick-up or online ordering.

Your associates need to answer questions that are deeper than product specifications and be knowledgeable enough to have an in-depth dialog with these already educated consumers. How store employees handle in-store behavior is more crucial than ever as consumers will take their business elsewhere. Prompt and knowledgeable service will lead to customer satisfaction as well as store and brand loyalty. It is a matter of retailers providing this level of service.

50%

of respondents report what they value most in a sales associate while shopping is smart recommendations.²

71%

of shoppers believe they know more about retailers' products and services than store associates.⁶

3 / MOBILE POS



/ After trying on several pairs of running shoes, including the ones she originally came for, **Emma** realizes she really prefers another pair, of course the ones that are not available in that store in the blue she really loves. Joey helps locate a pair in a nearby store and can have it shipped to this location next day. But Emma is sure about her choice, and prefers not to have to come back.

No problem for Joey, he takes care of it for her right then and there on his tablet, not only helping complete her order for shipping directly from the other store to her home, he also completes her other purchases, all thanks to the store's new mobile POS application that he absolutely loves using.

Accessing her profile, he discovers Emma is already signed up for emails, but not their loyalty program. Having all her information right there in his hands, he does it in less than a minute, and makes sure she gets points for today's purchases.

How it works: The Mobile POS application is integrated with the unified commerce platform, ensuring store associates have access to all the real-time customer, product, marketing and inventory data, at all times. And gives them the ability to create or edit orders, choose delivery options, and complete checkout and payment. This is also great for line-busting, so they can approach customers waiting in line to pay and help them make their purchases on the spot. These are the types of memorable, differentiating experiences that will keep customers loyal.



DIGITAL ASSISTANT



ENDLESS AISLE



MOBILE POS



IN-STORE FULFILLMENT

GIVE EMMA THE MOST COMPLETE AND PERSONAL SERVICE WITH MOBILE POS

- All Emma has to think about is the items she desires and the great feeling that she is getting true value for her money.
- Shopping should be enjoyable, she doesn't want to have to work for her purchases.
- She appreciates the personalized service, valuing the experience far more than an impersonal online experience where she may be missing out on something.
- Assisted checkout sped up the process which is great because she spent far more time in-store than anticipated.

HOW TO LEVERAGE ENDLESS AISLE

- Interact with and engage customers on the spot.
- Access to open carts, wish lists, purchase history and profile enables complete, personalized service. Offer fulfillment options (delivery, ship-to-store, pick-up in a different location) and discuss the options with customers to ensure they make informed decisions.
- No surprises at checkout eliminates abandoned cart syndrome often seen online.
- Flexibility to access eligible promotions to seal the deal.
- Rapidly sign-up members for emails or loyalty program to collect more data.


DIGITAL
ASSISTANT


ENDLESS
AISLE


MOBILE
POS


IN-STORE
FULFILLMENT

MOBILE POS IS THE BRASS RING FOR MEETING CUSTOMER EXPECTATIONS



With an emphasis on the showroom experience, retailers are leveraging mobile devices to free up salespeople to engage with customers wherever they are on the showroom floor. With the rapid adoption of cloud-based Point of Sale (POS) systems, mobile sales representatives need access to information on whatever device they use. Meanwhile, management wants to boost staff productivity, drive customer satisfaction, and build customer loyalty with more human and social interaction.

They are endeavoring to offer flexible services to fulfill the customer order more quickly and efficiently, having real-time data of stock, delivery options and insight of the consumer's existing orders within the store on a mobile device. The focus on mobility, flexibility and fulfilling customer expectations quickly and efficiently is also impacting point-of-sale (POS) systems, as customers do not want to be stuck or held up at any point in the transaction process, especially when it comes to making a payment. Future trends indicate that as cash payments decline, mobile pay stations or enabling sales advisers to take payment wherever throughout the store will become more prevalent than fixed POS.

90%

of consumers say they are somewhat or extremely likely to make a purchase when they receive assistance from a knowledgeable store associate.²

4 / IN-STORE FULFILLMENT



/ While Joey helps **Emma** complete her purchases and coordinate the ship-from-store to her home of the shoes that are out of stock in his store, he notices Emma's online purchase of the step tracker for her father to be picked

up in-store. Accessing the in-store fulfillment app on his tablet, he can see the status of her order – it was picked earlier this morning and is packaged and ready. Joey asks if she'd like him to go get it for her. A very fortunate offer, since Emma forgot all about it she was so caught up in her great shopping excursion.

How it works: An integrated picking app and store planogram help the associate responsible for picking online orders quickly pull the items from the shelves, pack them up and have them ready when the customer arrives. The data from these transactions then gets fed back into the retailer's databases through their unified commerce platform, so Joey was able to easily track Emma's order and let her know its status in real-time.

Since the system is also integrated with their email system, Emma earlier received an email to let her know it was ready. At the other store, an associate received an alert when Joey placed the order for her, so he can pick the item right away, package the shoes for shipping, and ensure they get to Emma tomorrow, as promised. Emma will receive an email alert as soon as the item is shipped.

DIGITAL ASSISTANT

ENDLESS AISLE

MOBILE POS

IN-STORE FULFILLMENT

GIVE EMMA EVERYTHING SHE WANTS WITH IN-STORE FULFILLMENT

- This is the type of seamless experience that goes beyond expectation, showing her that this retailer is on the ball and puts customers first.
- Joey's offer to go beyond the sale and offer to pick up her other order makes her even more appreciative.
- The fact that the step tracker was ready and waiting also instills confidence in her to continue shopping online and in-store with this retailer.
- And when she receives the shoes at home tomorrow, it will be the icing on the cake.
- A complete experience she is sure to share with friends and on the retailer's social media channels.

HOW TO LEVERAGE IN-STORE FULFILLMENT:

- Finding products that can be on the floor, in the back, reserved or even on mannequins.
- Identify items no longer in stock and order from another location.
- Keep customers informed on status of order fulfillment.
- Integrated planogram for most efficient picking route.
- Reserving the product for an order before pickup up by customers.
- Manage cue of in-store jobs for store associates.
- Access to real-time inventory.
- Unified view of orders for pickup and delivery.
- Analytics to measure and optimize in-store picking operations.


DIGITAL
ASSISTANT


ENDLESS
AISLE


MOBILE
POS


IN-STORE
FULFILLMENT



Forrester believes that, in the future, retail stores that drive convenience, service, and relevant personalized experiences through the use of digital store technology will succeed. Why? Because today, customers show an affinity for digital store technology. In fact, 66% of luxury apparel customers are more likely to shop with a digitally-enabled associate.

Those retailers who wait on the sidelines are at risk of maintaining the status quo and may only grow marginally. Although in-store experiential technologies exist today, most implementations will fail to provide a positive ROI because they lack meaningful use cases and do not create convenience for customers. Look for retailers to focus on digital store technologies that help customers and associates complete tasks faster and with greater insight.”⁷

Adam Silverman, a Principal Analyst at Forrester, who covers in-store commerce technologies.



CONCLUSION



Knowing that not every customer is going to follow the same path to purchase is the secret behind the most successful retailers of today. Modern consumers are not abandoning the physical store as part of their purchase, but rather they are increasing the expectations of the experiences they want to have in-store.

The future of the physical store depends on how retailers utilize digital opportunities, such as Digital Assistant, Endless Aisle, Mobile POS, and In-Store Fulfillment to transform the shopping experience, personalize that experience to meet individual needs and deliver excellent customer service.

By pushing the limits of what is possible in-store, retailers are providing the experience that consumers like Emma demand. Leave the rugged terrain, hurdles and uneven routes for Emma's run. Pave the path to purchase for your consumers with digital opportunity.

How can we help you bring digital into your stores?
Contact us today. >

REFERENCES

1. Forbes. 2015. *5 Tech Trends That Will Hit Every Retail Store By 2020*. <http://www.forbes.com/sites/centurylink/2015/04/03/5-tech-trends-that-will-hit-every-retailstore-by-2020>
2. Retail Touchpoints (June 15, 2015). *85% of Consumer Prefer to Shop in Physical Stores*. Retrieved from <http://www.retailtouchpoints.com/topics/shopper-experience/85-of-consumers-prefer-to-shop-in-physical-stores>
3. MSFT Dynamics. *7 emerging trends that are changing retail*. Retrieved from <https://www.microsoft.com/en-gb/dynamics/emerging-trends-retail>
4. Deloitte (2014). *The New Digital Divide*. Retrieved from <http://www2.deloitte.com/us/en/pages/consumer-business/articles/the-new-digital-divide-retail-sales-influence.html>
5. <http://blog.neosperience.com/8-retail-trends-transforming-the-shopping-experience>
6. PwC (February 2015). *Total Retail 2015: Retailers and the Age of Disruption*. Retrieved from <https://www.pwc.ie/media-centre/assets/publications/2015-pwc-ireland-total-retail-february.pdf>
7. Forrester (November 19, 2014). *The Digital Store Platform Will Support the Retail Store of the Future*. Retrieved from http://blogs.forrester.com/adam_silverman/14-11-19-the_digital_store_platform_will_support_the_retail_store_of_the_future

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.

CANADA

1100, av. Canadiens-de-Montreal #540
Montréal (QC) H3B 2S2
SALES: 1 855 747-1929

UNITED STATES

100 Congress Avenue #780
Austin, TX 78701
SALES: 1 855 747-1928

DENMARK

Nygaardsvej 16.2. Floor
2100 Copenhagen



ORCKESTRA.COM