Elevating retail to endless points of experience

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Customer expectations continue to evolve, so retailers must start elevating their retail experiences from simple points of sale to endless points of experience. The time is now to enable new customer journeys and personalized interactions that transform frustrations into shopper enjoyment.

Delivering personalized shopping expderiences.

The more retailers are able to learn about consumers, the more they're able to influence purchase decisions and increase frequency of interactions with a retailer. Retailers are more capable of understanding what consumers are interested in, how they search, preferred shopping channels, purchasing methods and a multitude of other behaviors. This is causing a trend in the market towards customer tracking and behavior analysis, where retailers have access to shopper data as granular as where the customer is in a store and what products they have picked up. This valuable data means retailers can keep their stores relevant and more effectively appeal to shoppers by delivering personalized promotions and experiences.

However, the collection of more data means there's an increasing expectation and need for data privacy. Shoppers express concerns regarding how much data a retailer collects, what data they collect, how it's used and how securely it's stored. To address these concerns, retailers must incentivize opt-in behaviors and invest in solutions and technologies that handle customer data securely. With the right digital commerce platform, retailers will be able to combine disparate data and create seamless, customer-centric shopping journeys that deliver value at each step.

Optimizing retail for success.

In addition to the insights retailers can collect with data, shopping behaviors are changing quickly, so the pace at which businesses must adapt to the market is increasing. As a result, retailers have to start looking for evolutionary paths to deploying new capabilities more rapidly. It's imperative to ensure greater agility. The result: the ability to innovate, deploy faster and realize faster time to value. Some retailers, and vendors like Toshiba, are even developing their own innovation labs to solve this problem.

Retailers are aiming to create more optimized shopping experiences for customers, which is why they're shifting towards solutions that create seamless points of experience. Particularly at checkout, retailers need to increase capacity and reduce wait times during the checkout process. Self-service options like mobile and self-checkout, queue management and seamless checkout are being implemented at increasing rates, but many times to the detriment of labor when done without connecting the front-end experience with the rest of the store. To avoid the negative impacts that can affect businesses, retailers continue to search for seamless solutions that further expand on the principles of self-service and remove friction from the shopping process throughout the total store.

Ultimately, innovation is not the goal. Instead, innovation is the culture and process by which we strive to deliver greater valuetogether with our clients. When successful, we make brilliant commerce experiences come to life..

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