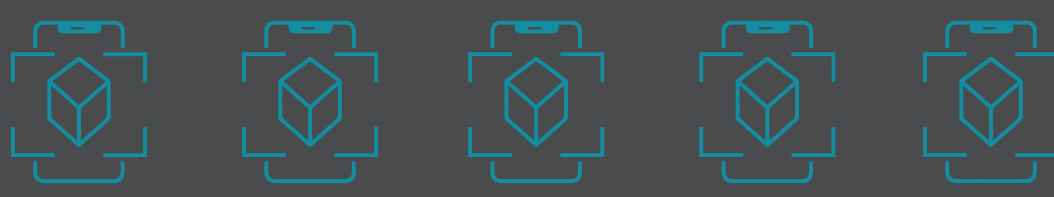


WHAT ARE THE TOP 10 NEW IN-STORE CUSTOMER EXPERIENCES IN RETAIL AND WHY?

Retailers understand that in-store customer experiences in retail are important but it can be difficult to get started with making significant changes to your in-store strategy. To help you stay up-to-date on the latest trends we have identified the top 10 new in-store customer experiences in retail.

1. AUGMENTED REALITY

Approximately 80% of people place priority on the shopping experience and augmented reality makes in-store experiences more accessible across different channels.



2. VIRTUAL REALITY

For shoppers looking for the “wow factor” virtual reality can improve brand sentiment. More than ever, customers want their product in real-time in the “Amazon-prime model”



3. TRAINED AND PASSIONATE EMPLOYEES

Knowledgeable employees are necessary to deliver the expected product knowledge and experience for shoppers



4. INTEGRATED SUPPLY CHAIN FROM ONLINE TO DELIVERY

More than ever, customers want their product in real-time in the “Amazon-prime model”



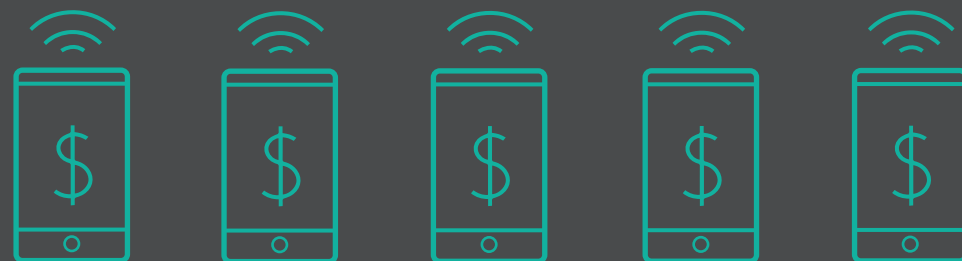
5. LOYALTY AND LOYALTY PROGRAMS

Retailers are improving their targeted customer personalization strategies leveraging data from their loyalty programs.



6. NEXT GENERATION PAYMENTS

Use of Apple Pay, biometrics pay and cashier-less pay will become ubiquitous for shoppers in the retail store environment.



7. CUSTOMER PERSONALIZATION FOR AD AND PROMOS

Ads based on buying behavior and real time scenarios using artificial intelligence will drive new in-store experiences for shoppers.



8. CASHIER-LESS STORES AND SELF-CHECKOUT

Reduced operations costs and reduction of friction in the shopping experience will become commonplace as self-checkout expands beyond grocery and as more cashier-less stores are created.



9. IN-STORE BRANDED EXPERIENCE

Shopping will continue to become more of a social activity as use of upsells, branding, and promotional dollars are pushed toward the in-store experience.



10. SUBSCRIPTION AND RENTAL SERVICES

The increase in Generation Z and millennial shoppers with significant student load debt and a decrease in expendable income will drive the ‘try before you buy’ models forward.

