

IN-STORE DIGITAL EXPERIENCES: EASIER SAID THAN DONE

As retailers invest in-store digital experiences, they must avoid costly failure by focusing on 5 key imperatives.

Digital is the front door to the store.



More than **75%** of store visits today are influenced by digital.

By 2019, **58%** of all retail sales are projected to be impacted by digital.



As consumers' online and offline journeys blur together, they expect "digital level" convenience and empowerment, if not more, from their in-store experiences.

Recognizing the opportunity, retailers and brands are focusing on more tightly integrating their online and offline experiences via digital investments in the store.

75%

of consumers expect a consistent experience wherever they engage - social networks, in-person, online or via mobile.



60%

of retailers plan to add in-store customer facing technology experiences in their stores by 2019.



87%

of consumers think brands need to do more to provide seamless experiences.



Personalization, providing more accurate inventory visibility and delivering a richer customer loyalty experience are the top 3 strategic priorities of retailers to drive the store experience in 2019.



But, fusing the physical and the digital is easier said than done.

Digital investments in the store alone do not guarantee success.

TEAVANA®

Starbucks could not parlay its leadership in in-store digital experiences to Teavana, shuttering all 379 stores by spring 2018.

sears

Without associated investments in store design and associate training, Sears' in-store digital investments failed to prevent its steep decline.

PIRCH®

Pirch - an innovative try-before-you-buy appliance showroom - cited operational scaling challenges as it closed most of its stores.

Walmart*

Walmart abandoned its cashierless checkout "Scan & Go" experience after its pilot revealed low customer participation and high friction.

Retailers must retain sharp focus on 5 key imperatives that will enable them to translate intent into ability:



Redefine

the value of their stores, and judge in-store digital initiatives accordingly.



Focus

on what matters most to their shoppers and avoid a me-too strategy.



Redesign

processes to align with digital experiences.



Empower

store teams with the right tools, training and incentives.



Consistently

execute digital experiences at scale.

Retailers who have leveraged digital investments successfully:

Dixons Carphone

Dixons Carphone, a mobile electronics retailer, developed a tablet-based assisted selling and CRM application, PinPoint, to arm its associates with tools to help customers select the best mobile device and data service plan based on their needs.



McDonald's UK was able to scale the deployment of digital ordering kiosks and cashless restaurant solutions in the UK by upgrading to a SD-WAN network infrastructure solution.



Starbucks learnt from its initial lack of preparedness when launching mobile order-ahead, and strengthened operational processes to make the order-ahead customer experience more efficient, seamless and consistent.

Dig deeper.

Building in-store digital experiences that work at scale requires fortitude, foresight and focus. Be it traditional brick and mortar retailers or digitally native brands, simply sticking technology in a store just does not work.

Dig deeper into this topic with our point of view **"The 5 Imperatives for Successful In-Store Digital Experiences"**

[Get the Point of View](#)