



# 7 Ways Brick and Mortar Stores Are Changing

Here technology and innovative thinking combine to transform traditional brick-and-mortar stores into innovative customer-first experiences. Remember, as you explore the innovations, the key focal point is to bridge the gap between the online and the physical stores, improving the customer experience.

## **Virtual Reality**

#### The concept

VR offers virtual experiences that can appear stunningly life-like.

VR can be used for both sales and entertainment purposes, but for the best possible experiences; combine both.

### Example

IKEA created a high-definition, interactive showroom for customers to configure any IKEA product in a virtual rendering of their real-life space.

## **Dark Stores**

#### The concept

Dark stores are brick-and-mortar locations that have been turned

#### Example

**TESCO** supermarkets have dark store locations.



into distribution outlets closed to visitors. Their ample space is perfect for storing inventory and quickly and accurately fulfilling orders. Dark stores facilitate same-day delivery and pickup in-store options. They built their warehouses in urban areas to fulfill online orders quickly. They offer a: "Same Day Delivery Service," which allows users to receive same-day deliveries.

# Artificial intelligence

### The concept

Al can be used to track and personalize the customer journey. With the generated consumer data, AI-led software can make sense of the inputs to interact with customers.

### Example

AMAZON GO uses AI to distinguish chosen items while tracking and predicting customer behavior.

AI algorithms are also used for payment. Sensors debit the Amazon shopper's accounts as they exit the store, and send them a receipt. amazongo

# **Click & Collect**

## The concept

Click and Collect refers to where products are purchased online and picked up by the consumer at a designated location. Shoppers place their orders online and then store employees gather and prepare the products for pickup, notifying the consumer when the order is ready.

## Example

STARBUCKS, With its Mobile Order & Pay technology, offers one of the most effective click-and-collect options. Customers put their beverage orders in ahead of time and then pick them up at the store. The smooth customer experience has been a huge success; as consumers love skipping the line.

## **Frictionless Payments**

### The concept

Frictionless payment refers to online and offline checkout processes where the buying and selling process takes place in a smooth, frictionless way. This includes mobile and digital wallets, in-app payments, one-click payments, auto-renewing subscriptions, contactless card payments, or any other digital payment option.

### Example

**SAMSUNG PAY** lets users have their payment card or bank information available with just a tap of their phone. This means purchases are made without the need of a wallet.

SAMSUNGPAY

4567 (Last 4 digits for cashier

**VDQ BNUSI** 

## Integrated Shopping Experiences

#### The concept

Integrated shopping experiences are where customers can interact with a business across many channels. Whether it be online, via mobile apps, or in person. Data is shared throughout the company and then utilized within physical stores.

Customer buying patterns, shopping habits, payment preferences, and other "personal" details follow each customer as they interact with a brand.

#### Example

WALLGREENS, the American pharmaceutical, has an award-winning mobile retail app that allows users to manage their pharmacy prescriptions, fill out rapid refill requests, find deals on products in the stores, and make orders they can pick up at a convenient location.

## In-store beacon technology

### The concept

In-store beacons use sensors and Bluetooth technology to ping nearby mobile devices. Customers' shopping movements are followed throughout a store, showcasing the products they browse and consider, along with those they have no interest in buying.

#### Example

**URBAN OUTFITTERS**, the American fashion retailer, uses beacon technology within its in-store experience to appeal to its young followers:

- As customers enter the store, they are prompted to check in via social media and unlock exclusive offers;
- In fitting rooms, smartphones receive user-generated content about products, prompting shoppers to take selfies.
- At the checkout, customers are encouraged to shake their smartphone to produce their Urban ID loyalty card, earning them a digital badge.



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