



Stores Are Closing in Record Numbers



Amazon has disrupted U.S. retail as we know it, and store closings are now up almost

100%

year-over-year.¹

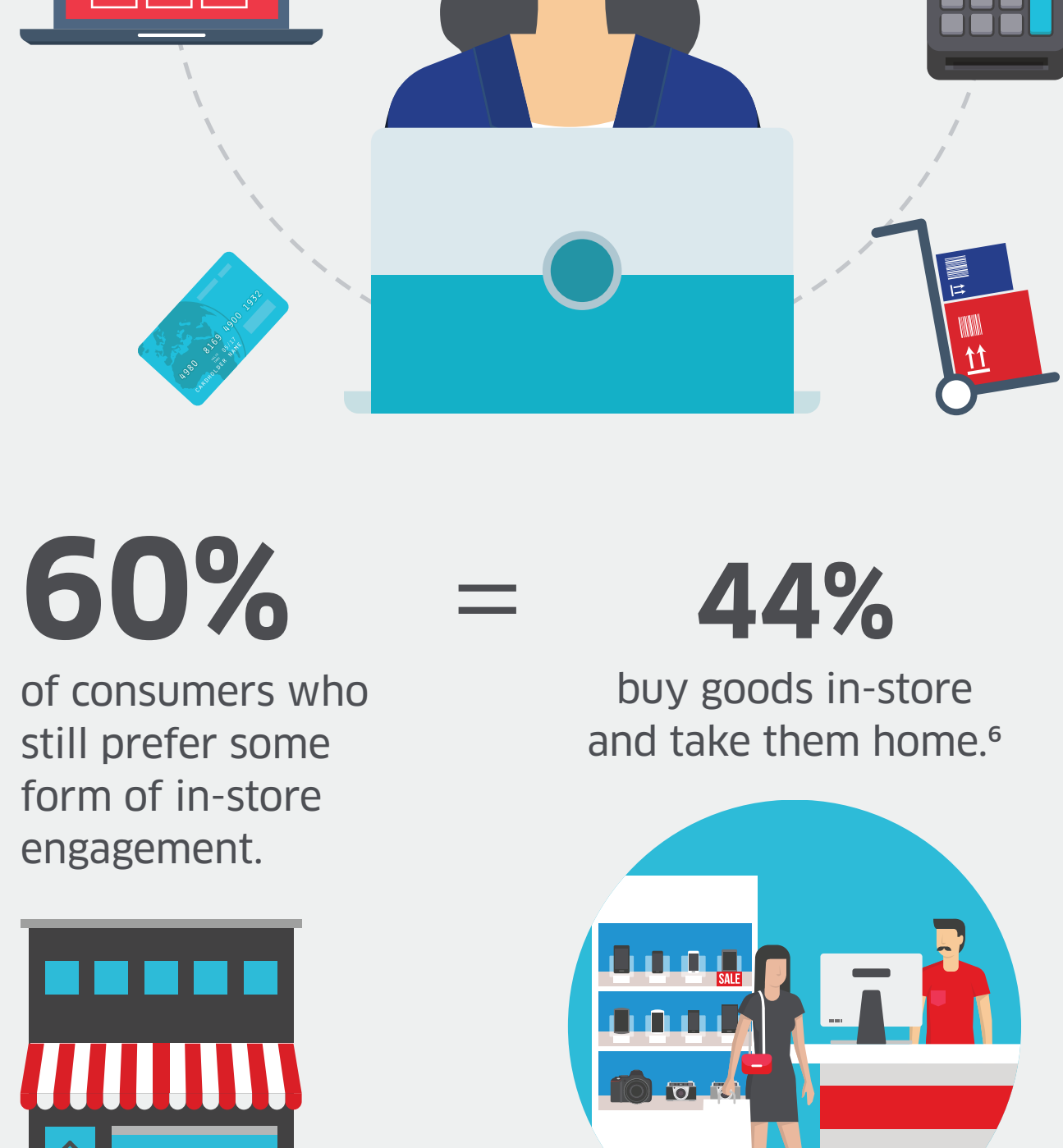
8,600

stores are expected to close their doors by the end of 2017.²

The 3 Ways to Survive & Thrive

Here are three ways retailers should adapt to the Amazon disruption and transform their operations to achieve success.

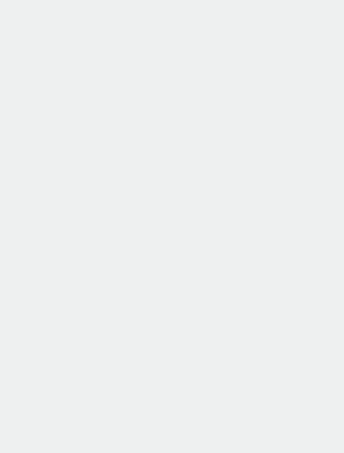
1. Create a Seamless Omni-Channel Customer Experience



Despite growing online sales, the in-store experience still matters, and the physical store is not going away.

60%

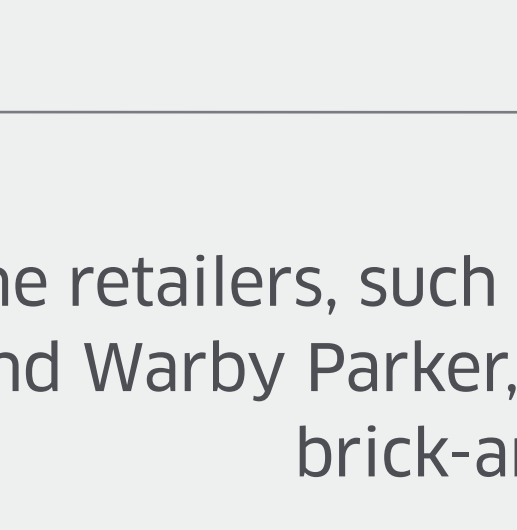
of consumers who still prefer some form of in-store engagement.



=

44%

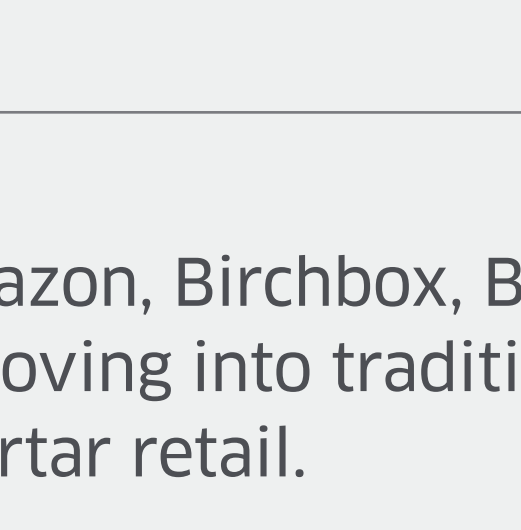
buy goods in-store and take them home.⁶



+

8%

buy in-store and have goods delivered.⁶



+

8%

buy online and collect in-store.⁶



Online retailers, such as Amazon, Birchbox, Bonobos and Warby Parker, are moving into traditional brick-and-mortar retail.



Mobility is another critical factor as today's shoppers increasingly turn to mobile devices during in-store shopping.

80%

of millennials and

55%

of shoppers over 35 use their mobile devices in-store.³

30%

or more of U.S. shoppers use their mobile phones to access coupon codes, research products and compare prices when shopping in-store.³

Technology is the key to delivering omni-channel experiences, but many retailers are struggling to find and deploy the right solutions.

66%

of retailers say they lack the right technology to execute their vision for in-store experience.⁴

64%

of retailers say are finding it difficult to enable their associates with the capabilities to optimize customer experience.⁴

45%

of retailers have a digital engagement system integrated with their point of sale (POS).⁴

2. Offer Personalized & Immersive In-Store Experiences



55%

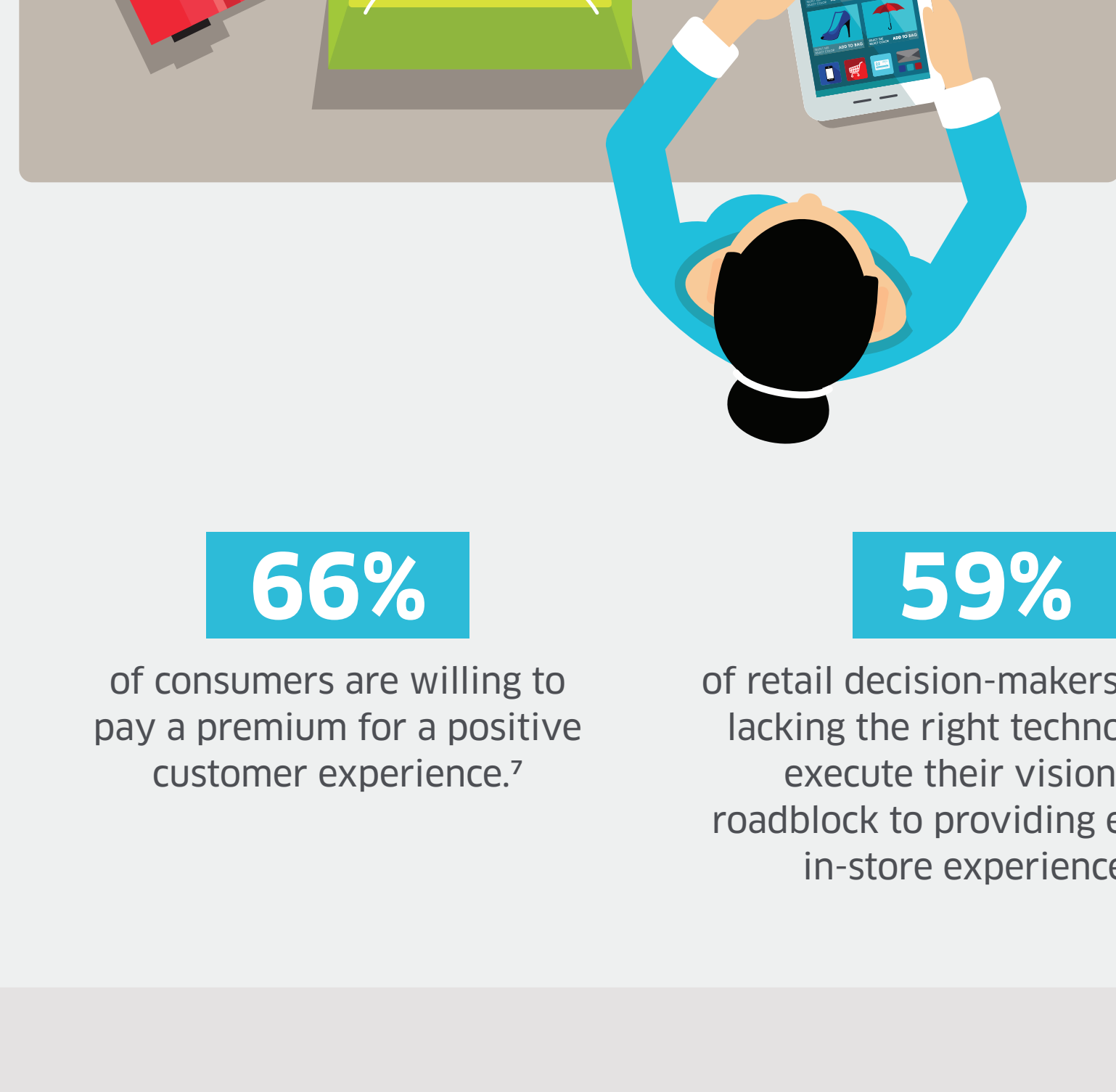
of consumers want associates to engage with them in-person in the store.⁶

46%

say their loyalty is influenced by great in-person service.⁶

44%

are more willing to buy from a mobile-empowered associate.⁶



47%

report better experiences when associates consult technology tools for product info.⁵

66%

of consumers are willing to pay a premium for a positive customer experience.⁷

59%

of retail decision-makers say that lacking the right technology to execute their vision is a roadblock to providing excellent in-store experiences.⁴

50%

of retailers lack the tools to check product info, fulfill orders or recommend items in-aisle.⁴

To enhance engagement and improve customer service, retailers should empower their store associates with tablet-based POS solutions. These allow staff to look up inventory, recommend products based on purchasing history and offer a personalized, consultative experience that online retailers can't match. Retailers also have endless opportunities to provide their customers with a unique experience that goes beyond the product offering and makes them stay longer at the store. For example, department store Nordstrom has a fully-stocked bar complete with flat screen TVs to watch sports.³

3. Increase Checkout Speed and Convenience, without Compromising Security

A fast, seamless and secure checkout is a critical component of a great in-store experience.



46%

of consumers say an easier checkout would make their in-store shopping experience better.⁴

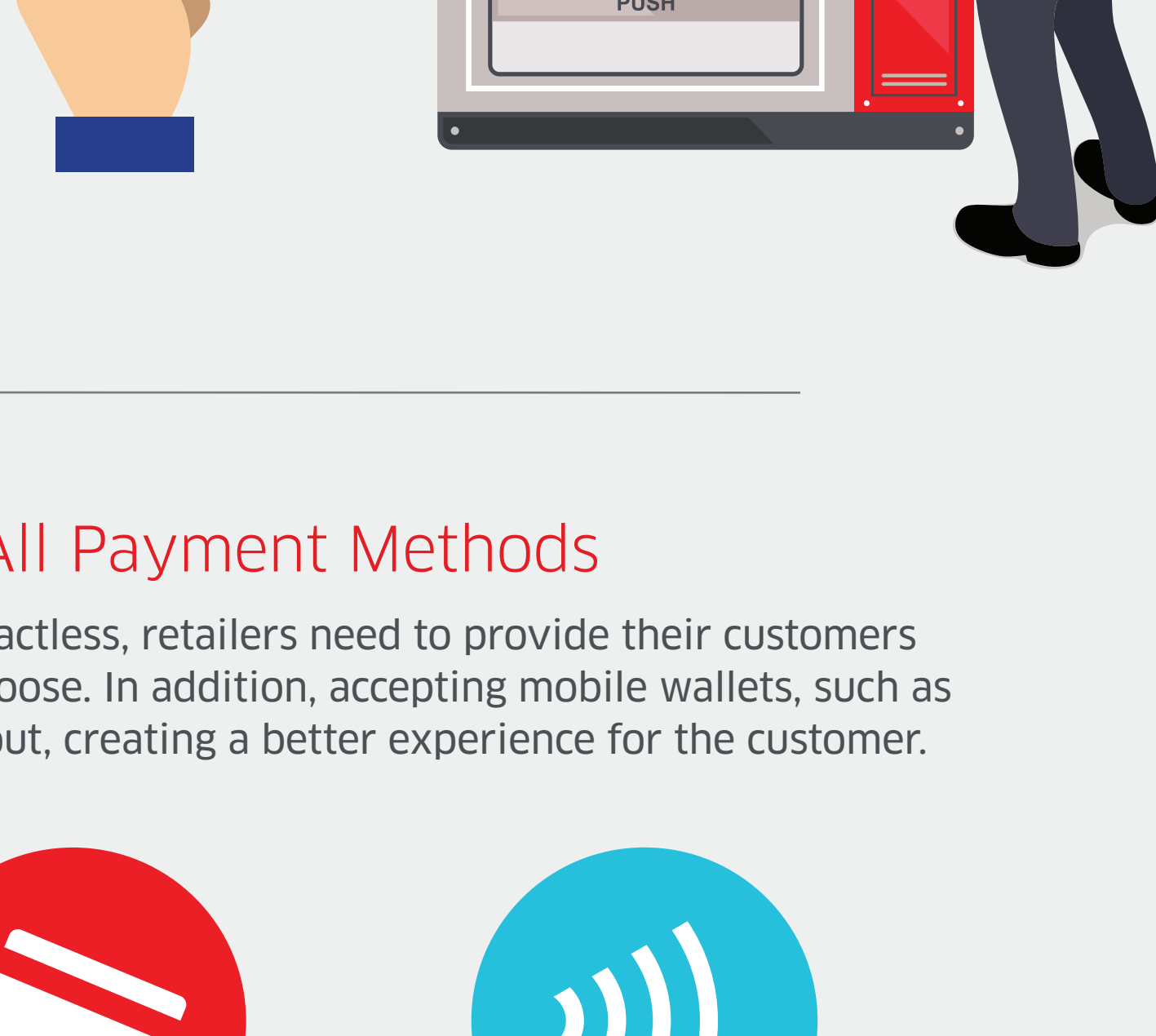
But, only

47%

of retailers say their associates are equipped to cut long lines away from the counter.⁴

Mobile Point of Sale (mPOS), Fixed Tablet and Unattended Solutions

For line busting and seamless mobile checkouts from anywhere in the store, retailers can leverage the latest mPOS solutions. They can also take advantage of fixed tablet-based solutions that offer a variety of value-added services to merchants, from managing loyalty and rewards programs. In addition, business owners can offer self-service options, such as unattended kiosks, that provide shoppers with the convenience of quickly and easily buying products that don't require a consultative discussion with a store associate.

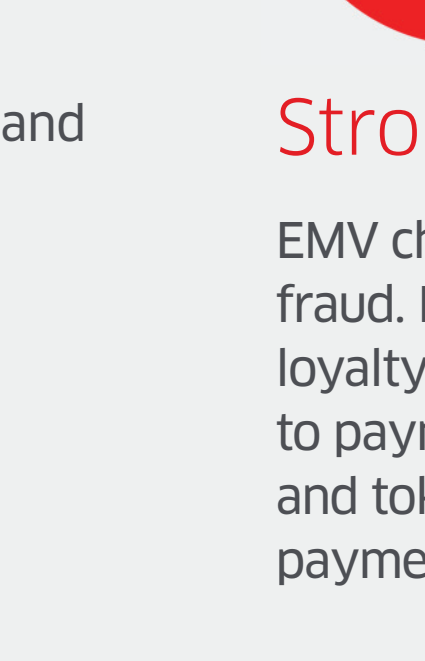


Acceptance of All Payment Methods

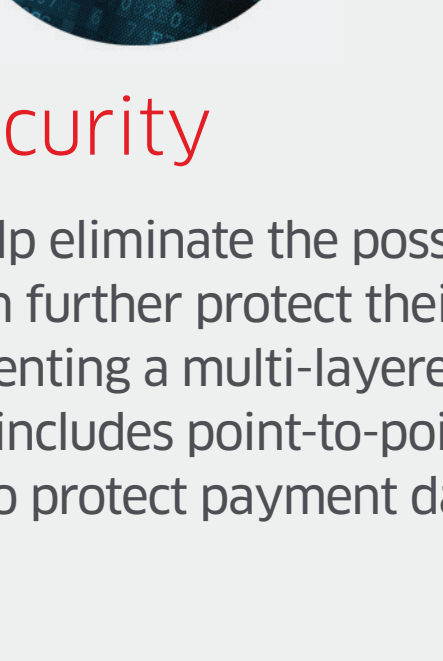
Whether it's EMV, magstripe or NFC/contactless, retailers need to provide their customers with the flexibility to pay any way they choose. In addition, accepting mobile wallets, such as Apple Pay®, increases the speed of checkout, creating a better experience for the customer.



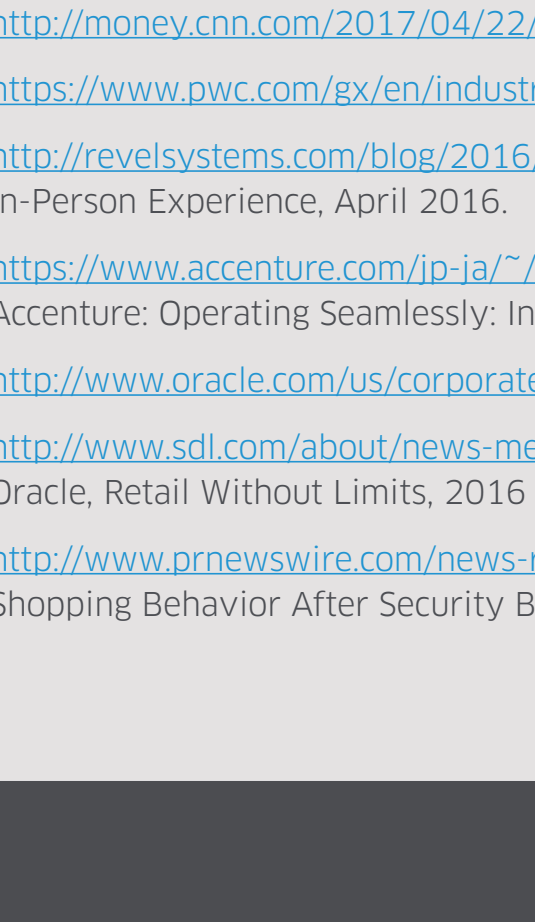
smartcard



magstripe



contactless

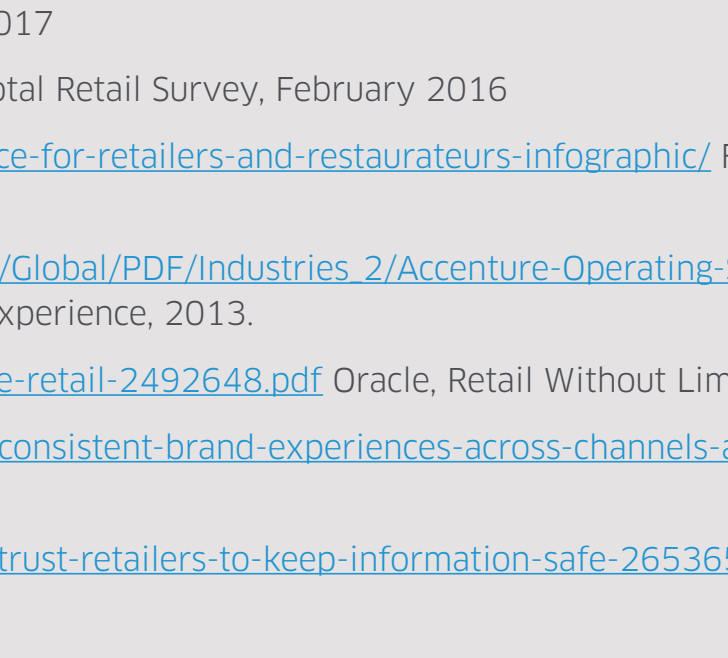


36%

of consumers shop less frequently at a retailer after a security breach and

12%

of loyal shoppers stop shopping there.⁸



Stronger Security

EMV chip cards help eliminate the possibility of counterfeit fraud. Retailers can further protect their customers and build loyalty by implementing a multi-layered security approach to payments. This includes point-to-point encryption (P2PE) and tokenization to protect payment data throughout the payment process.

Source Links:

- <https://www.thestreet.com/story/14124239/1/the-number-of-retail-store-closures-in-america-this-year-has-almost-exploded-100-percent.html> TheStreet.com, May 2017
- <http://money.cnn.com/2017/04/22/news/credit-suisse-retail/index.html> CNN Money, April 2017
- <https://www.pwc.com/en/industries/retail-consumer/global-total-retail.html> PwC, 2016 Total Retail Survey, February 2016
- <http://www.oracle.com/us/corporate/analystreports/enterprise-application/whitepaper-oracle-retail-2492648.pdf> Oracle, Retail Without Limits, 2016
- <https://www.accenture.com/in-jal/-/media/Accenture/Conversion-Assets/DatCom/Documents/Global/PDF/Industries/2/Accenture-Operating-Seamlessly-Accenture-Operating-Seamlessly-Integrating-Operations-to-Deliver-the-Non-Stop-Customer-Experience-2013>
- <http://www.oracle.com/us/corporate/analystreports/enterprise-application/whitepaper-oracle-retail-2492648.pdf> Oracle, Retail Without Limits, 2016
- <http://www.sdl.com/about/news-media/press/2014/90-percent-of-holiday-shoppers-expect-consistent-brand-experiences-across-channels-and-devices-according-to-sdl-survey.html> Oracle, Retail Without Limits, 2016
- <http://www.prnewswire.com/news-releases/interactions-finds-45-percent-of-shoppers-dont-trust-retailers-to-keep-information-safe-265365821.html> Interactions, "Retail's Reality" Shopping Behavior After Security Breaches.