

Connected Store

Enabled Innovation

THE INFORMATION BUY-WAY:

INTEGRATING TECHNOLOGY INTO THE PATH TO PURCHASE

Conventional wisdom said that 70% of purchase decisions are made in-store but, driven by instantly accessible real time shopping information, an ever-growing share of decisions is being made online before the store is even entered.

Now, consumers simply use a range of different tools and inputs whilst moving through the path to purchase, and many of these provide potential touchpoints for the retailer. According to Google's Zero Moments Of Truth (ZMOT) analysis, consumers on average research 10.4 pieces of content before making a purchase (note, this has increased 2-fold from 5.27 in 2010).

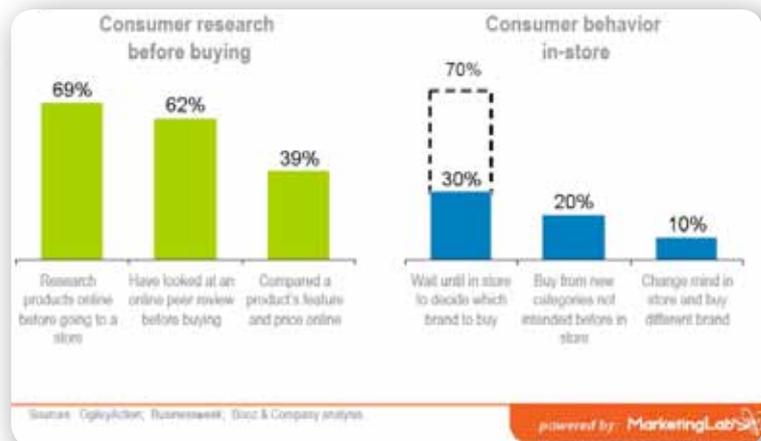
The key to identifying these touchpoints and applying the appropriate technology is to understand the shoppers journey now that the tradition funnel model has evolved to a much more complex but empowered model.

Shopper Marketing as a range of connected disciplines targets shoppers at multiple touchpoints using data-driven insights from search to purchase to deliver the right message to the right person at the right time all along the shopper's 'Information Buy Way'. Messaging and the customer experience throughout the journey need to be consistently delivered at all touchpoints right through to and including the store – using conventional and digital techniques. This is Omnichannel retailing.

Responding to showroomers

Providing a seamless, consistent and compelling online/offline experience is important in minimising 'showrooming', when shoppers research and/or try on products instore – tying up sales assistant time - and then seek out cheaper prices online, perhaps using a comparison shopping app on their mobile right in your store!

Keep this in perspective; Shop-ability found the number of Showroomers is significantly less than the number of shoppers who research online and then buy in bricks and mortar stores. It's no accident that Google and Amazon are planning bricks and mortar stores right now.



In order to combat showrooming, US retail chains have increasingly been giving staff tools to respond - pricing/deal flexibility, layby, extended terms, home delivery, loyalty rewards etc - whereas to date Australian retailers have mostly just complained about it.

It goes without saying the store's job is to convert that enquiry – which further highlights the importance of taking your digital brand right through to store delivery. This means innovating in newly integrated digital pathways.

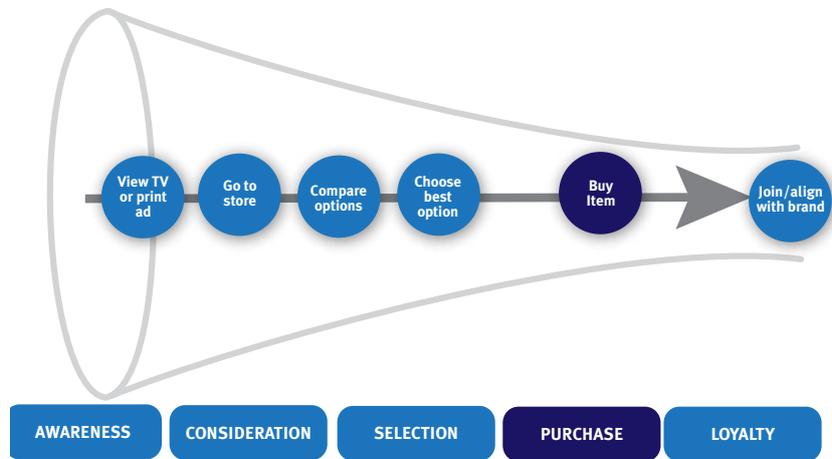
How do how do traditional retailers, with their hands already full of the daily challenges, find time to sift through the endless technology options, assess them properly, procure them, pilot them and finally implement them?

Connectedstore can help. Get in touch with us to discuss our Enabled Innovation process which has been designed to take retailers through a staged process that identifies appropriate technologies and implementation strategies.

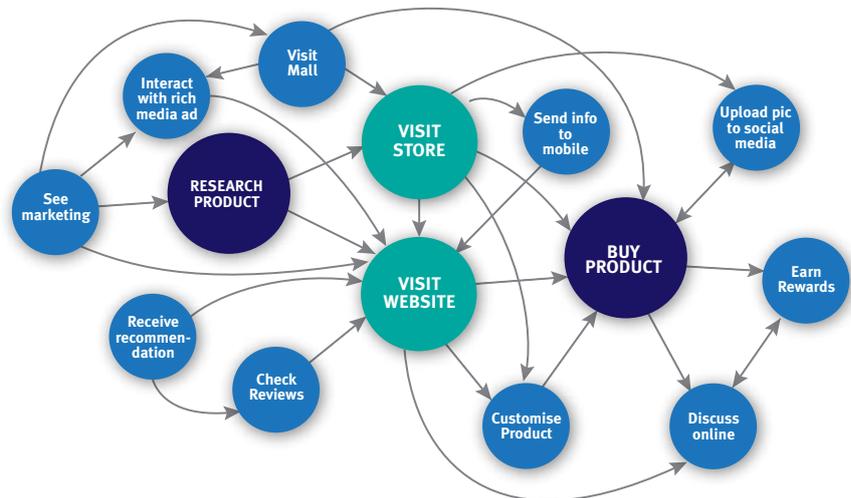
technology has turned the corner and smart retailers and brands are using it to put a human face back on the shopping experience.

Piers Fawkes, Founder PSFK

THE PURCHASE 'JOURNEY' HAS EVOLVED FROM THE FUNNEL...



...TO AN ECOSYSTEM OF SHOPPER TOUCHPOINTS



“The shift in consumer decision making means that marketers need to adjust their spending and view the change not as a loss of power over consumers but as an opportunity to be in the right place at the right time”

McKinsey Quarterly

...ACTIVATING AT THE THE MULTICHANNEL STORE

