

Analogue to Automated: Retail in the Connected Age

Global research among 1,000 retailers and 5,000 shoppers conducted by Planet Retail and Displaydata shows that to remain must-visit destinations, stores need to become more digital, interactive and engaging.

Here's how.

1. The price must be right

For shoppers, the price must be right

80% say price is #1 purchasing factor

67% consistent price off / online is the #1 reason for shopping in-store



but 53% think prices are occasionally inaccurate

just 18% will shop in confidence at a store again if overcharged

Price is key for retailers too

82% say price accuracy increases trust and loyalty



but 65% can't make the number of changes they want

2. Price in more agile ways

Consumers welcome dynamic pricing

65% for sell-by date items

54% to clear surplus stock

52% to price match



Retailers see the opportunity

84% say dynamic pricing would improve margins

79% responding to competitors' offers is a high priority

78% want to offer better prices and promos



3. Get personal

Shoppers want rewards

33% want location-based offers sent to them

27% want to be recognised by the store

25% want to call for help from the shelf-edge

Retailers responding

54% want to identify shoppers

50% want to send offers based on purchases

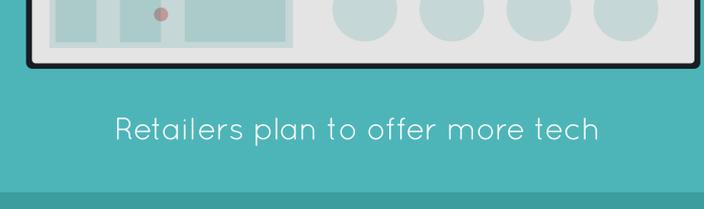
42% plan to use digital loyalty in-store



4. Create seamless experiences

Shoppers want online and physical experiences to merge

63% want prices to match across channels



43% return items bought online in-store

This can be a challenge for retailers

77% say a complete view over inventory is essential

76% say omnichannel engagement is challenging



5. Appeal to tech savvy shoppers

Connected shoppers want to see more tech in-store

76% want more digital experiences

67% say store technology influences their choice of retailer

31% want to see Electronic Shelf Labels (ESLs) in-store



Retailers plan to offer more tech

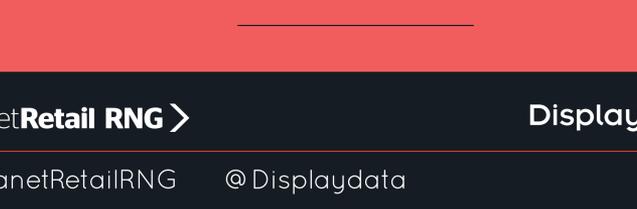
76% want to give more info at the shelf-edge

42% say digital engagement is a key priority

For retailers, it's time to go digital

77% say ESLs improve margins and in-store efficiencies

40% of retailers plan to install (ESLs)



Show price, stock levels, online reviews, competitors' prices and more

Support new services such as personalised rewards, AR and location-based services

Change any label anywhere in seconds

ESLs support retailers' top 2018 priorities

48% price and promo strategies

45% customer experience in-store

42% digital engagement

And save money

67% of retailers surveyed spend up to 4.99% of average monthly store turnover making manual price changes: that's \$1.04 billion in sales during 2017