



Brick and Mortar Still Matters

Attracting the Connected Consumer to Your Store

 **CONVERGENT**[®]

In a world where online shopping is fast, easy and convenient, why would anyone still go to a store?

The answer is simple. People “love going out, shopping with people and touching stuff. Everybody likes going shopping,” says Mike Moriarty, a partner in the retail practice of consultant A.T. Kearney and an author of the firm’s recent omnichannel commerce study.

95% of all retail sales are captured by retailers that have a brick-and-mortar presence, the study says. But – and this is a big caveat – only 35% of product purchases actually begin and end in-store. The ways we reach, sell and service customers are multiplying, and the technology behind them is exploding. The choice isn’t between physical or digital: it’s about offering both and integrating them effectively. Whether you call it omnichannel, real-time retailing or some other buzzword, buyers like to shop when and how they want.

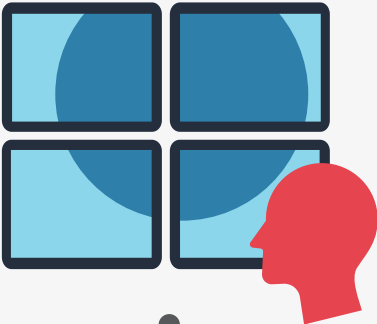
Those new shopping habits mean the in-store customer experience has never been more important. And effective digital signage can help create a great experience by delivering captivating and compelling information throughout the shopper’s entire journey – outside the store, inside the store and with store associates – not to mention informing and engaging those employees, too.



Let's take a closer look at digital signage and how it impacts the customer journey.

Capturing attention outside

Unless yours is a destination store, the window is your first opportunity to get shoppers to look up from their smartphones and enter. Outward- or street-facing signage can increase foot traffic; bold, brief spots (under 7 seconds) work best. Get it right, catch shoppers with your latest offerings and they'll walk in.



Captivating the shopper inside

Once inside, customers see a large video wall with relatable lifestyle video and images, making them feel comfortable, like they're in the right place. The wall makes an unforgettable first impression, immersing shoppers in your brand. The more interesting and engaging the experience, the longer shoppers are in the store and the more likely they are to make a purchase.

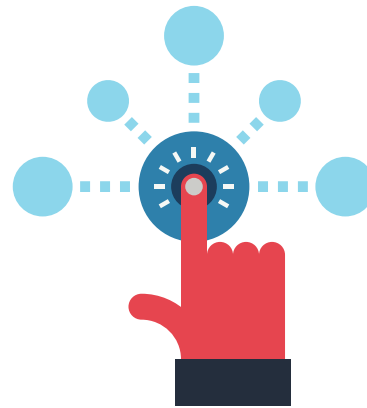
Providing information at the product

Now comfortably in the store, shoppers are freely searching out the product(s) they want. They check out interactive displays that offer more in-depth product information, such as color choices, reviews, social media mentions or how a product is trending. Here is where the physical and online experiences merge.



In-product and interactive displays

These displays put customers in control and help them decide what they want to buy. For the retailer, they are an opportunity to deliver informative and compelling content personalized for the intended audience, at the intended moment, to drive sales, including cross-selling additional products. Endless aisle applications, for example, allow customers to take a deeper dive into items and select and buy the one that best fits their needs, whether it's in-stock or not.

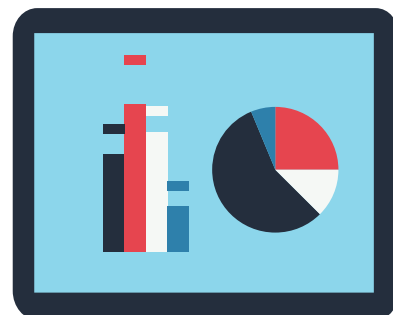


Engaging with store associates - and making the sale

Arming associates with handheld technology is becoming a critical component to dealing with informed consumers. Sales assist tablets turn associates into product experts who can convincingly talk with customers on the spot or discuss products the store doesn't carry. The sales process is faster and more convenient for customers, and retailers can increase conversion rates and build brand loyalty.

And last, but not least: Educating and informing employees

Multi-location retailers face constant challenges communicating with in-store employees. Messages are often lost between corporate and the sales floor, where the focus is on providing customer service and making sales. Because face-to-face communication isn't always possible or practical, technology can step in. Back-of-the-house employee-facing signage can keep associates engaged, communicate programs, and deliver important messages and reminders.



Measurement is critical

Unfortunately, defining your solution's purpose and measuring its effectiveness is often overlooked. If it looks good and feels good, then the assumption is it must be working. However, without measurement, there is no clear picture of whether your solution is contributing to your results. Lack of clarity leads to doubt and doubt leads to questioning the solution and the investment. Establishing metrics is the only way you'll know whether digital signage is making the contribution you need.



Sales data

Do you see sales uplift in the products you're promoting? Is your signage impacting the number of items per transaction?



Increases in foot traffic

If you're using street-facing displays, how effective is your signage at drawing people in?



Message retention

Do customers remember product information or brand positioning?



Engagements per visit

Are customers using in-store kiosks or being helped by associates armed with sales assist tablets? How does that relate to the number of visits?



Program participation

How is digital signage impacting loyalty programs or store credit card sign ups?

To modify strategy for your program, quarterly reviews of your digital signage metrics will give you the data you need to make good decisions. For non-strategic changes, such as content tweaks, digital signage gives marketers the ability to test and adjust very quickly. Take advantage of it and make changes on the fly whenever results tell you to.

About Us

Raising expectations for on-site digital signage experiences, we are Convergent, a Ballantyne Strong Company, with hundreds of thousands of locations deployed worldwide that are seen by millions every day.

We challenge clients to think differently about how they engage with their customers and employees and the technology they use to do it—from retail to healthcare, SMB to Fortune 1000, cinema to banking to QSR. We craft captivating and compelling turnkey solutions that increase brand awareness, turn consumers into customers and employees into brand ambassadors. And we handle it all—end-to-end—from strategy to implementation to unmatched technical support.

Our cloud-based digital media platform is transforming the industry. Its radical approach to content creation and management provides unlimited scalability, absolute reliability and lower deployment and management costs.

We are Convergent. And we are here to elevate your digital experiences.

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