



The Future of Retail 2017: Trends Shaping the Digital Experience

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RETAIL'S DIGITAL
SUMMIT



#shoporg16



Piers Fawkes, *Founder & CEO*, PSFK

Scott Lachut, *President, Research & Strategy*, PSFK

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SUMMIT



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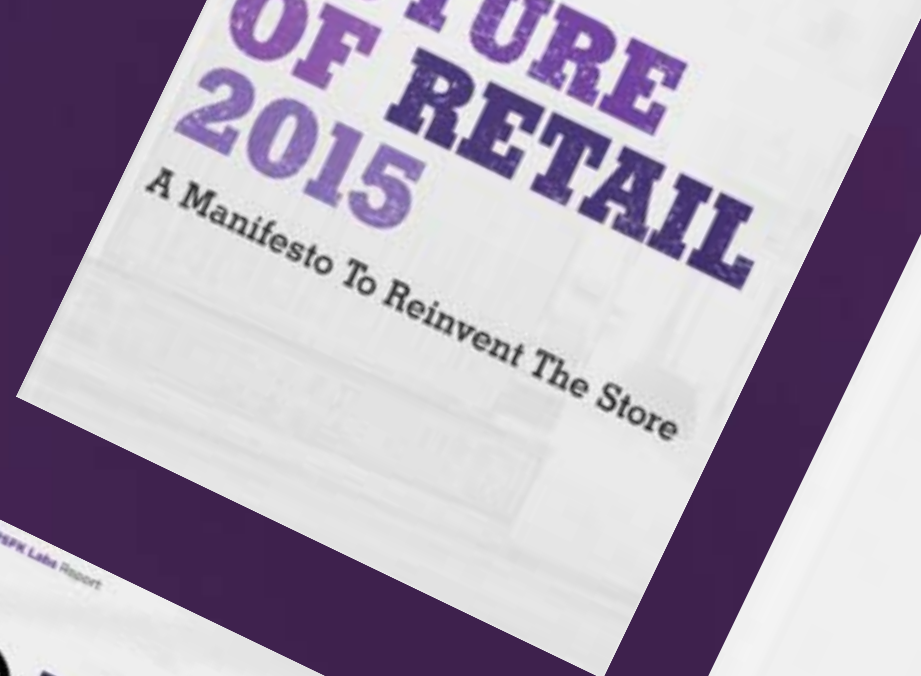


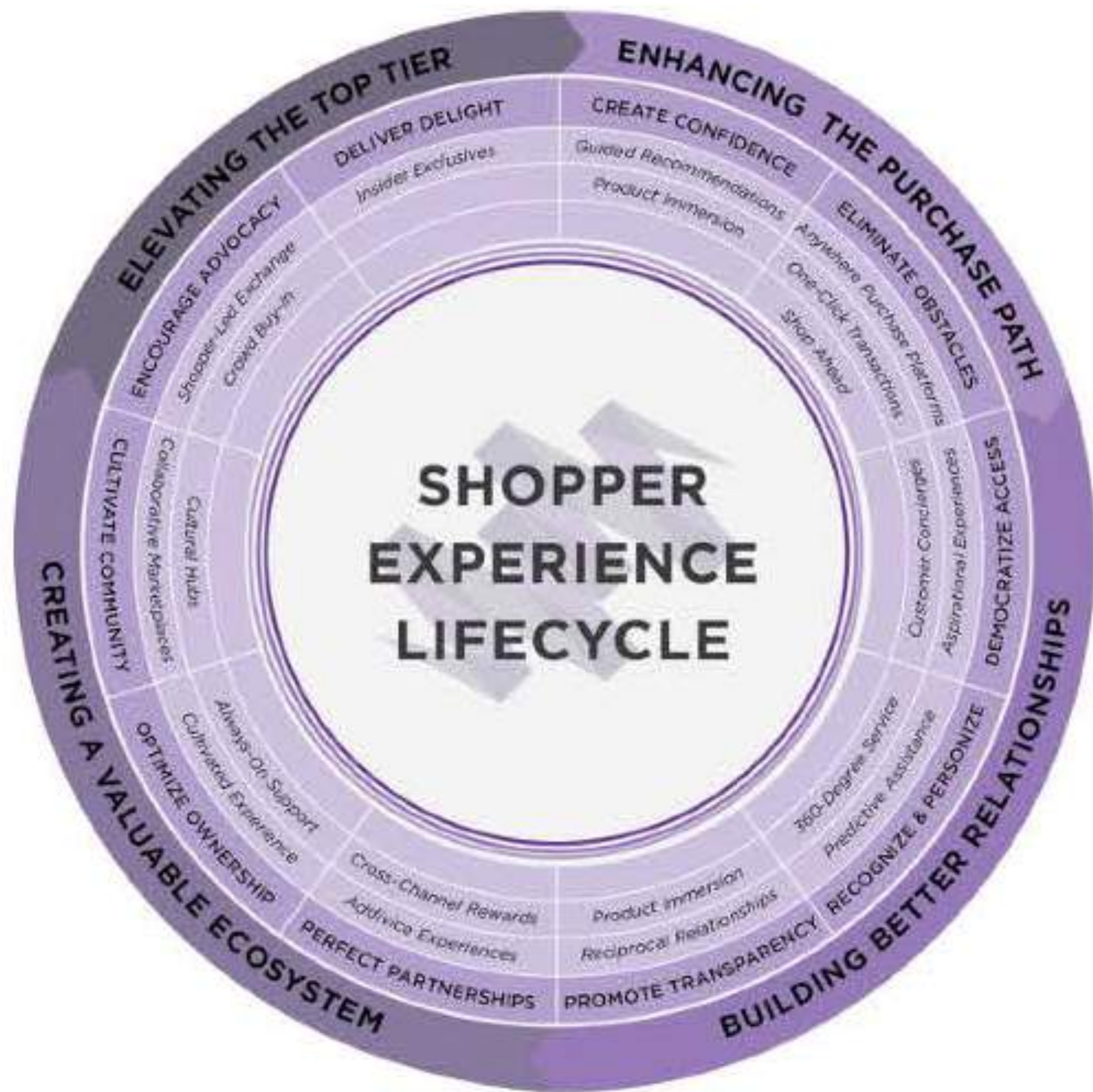
PRESENTS

The **FUTURE**
OF
RETAIL *2017*

TRENDS SHAPING THE
DIGITAL EXPERIENCE

@PSFK | #FutureOfRetail







CREATE CONFIDENCE

Providing shoppers with the tools and advice to help them discover new products and choose the best options for their lifestyles and needs.

1

CREATE CONFIDENCE

IKEA

Virtual Remodels Help
Home Owners Decide

@IKEA







CREATE CONFIDENCE

Rent the Runway

Employees Best Matching
Customer Body Type
Model Dresses On
Snapchat To Ensure
Proper Fit

@RenttheRunway







CREATE CONFIDENCE

Key trends to inspire confidence in shoppers

Product Immersion - create opportunities for customers to get hands-on with products to decide which option is the best fit for them.

Guided Recommendations - use one-to-one expertise or automated services to help people narrow down available choices, models and styles.



ELIMINATE OBSTACLES

Saving customers time and effort along the purchase path through streamlined technology and services.



ELIMINATE OBSTACLES

Taco Bell

Slack-Bot Orders Food
Through Instant Message

@tacobell



Today



human 2:44 PM

can I get 1 soft taco with beef?



tacobot BOT 2:44 PM

Sounds good. So right now, I've got 1 Soft Taco w

- Seasoned Beef
- Cheese
- Lettuce

You know, you can add a bunch of stuff
the whole list of add-ons.

Tips:

When you're finished with

If you want to add mor

You can change any
of beef?"



psfk

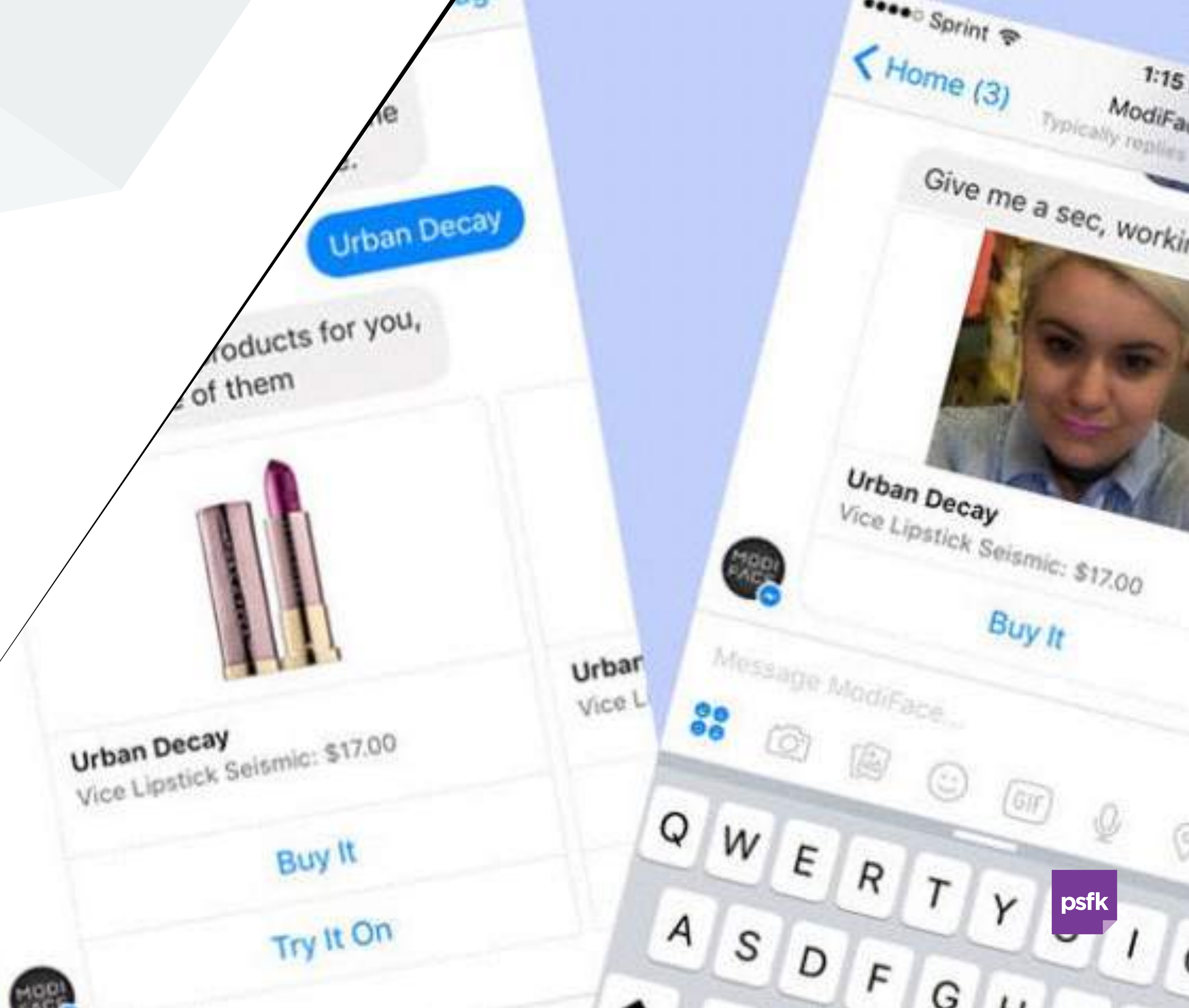


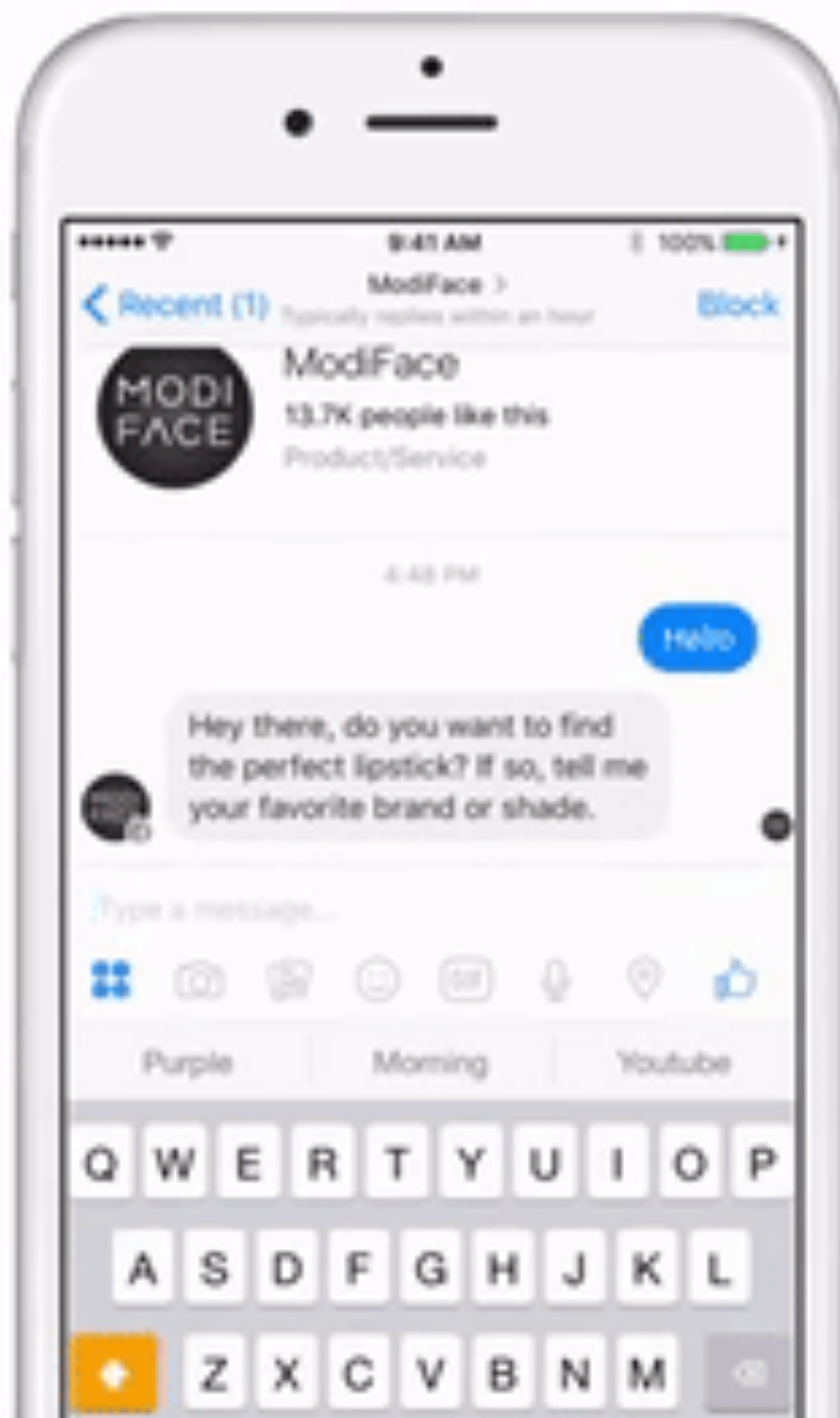
ELIMINATE OBSTACLES

ModiFace

Chatbot Provides
Personal Advice And
One-Click Purchases

@ModiFace







ELIMINATE OBSTACLES

Key trends to eliminate obstacles in the purchase path

Anywhere Purchase Platforms - leverage emerging tools to allow shoppers to quickly discover and buy products anywhere they encounter them.

Shop Ahead - provide digital services that allow customers to plan out and optimize every store visit before they go.

One-Click Transactions - streamline the checkout process with services that automatically recognize shoppers and their preferred payment method.



DEMOCRATIZE ACCESS

Opening the door for consumers to take advantage of services and experiences that were previously too exclusive or expensive.

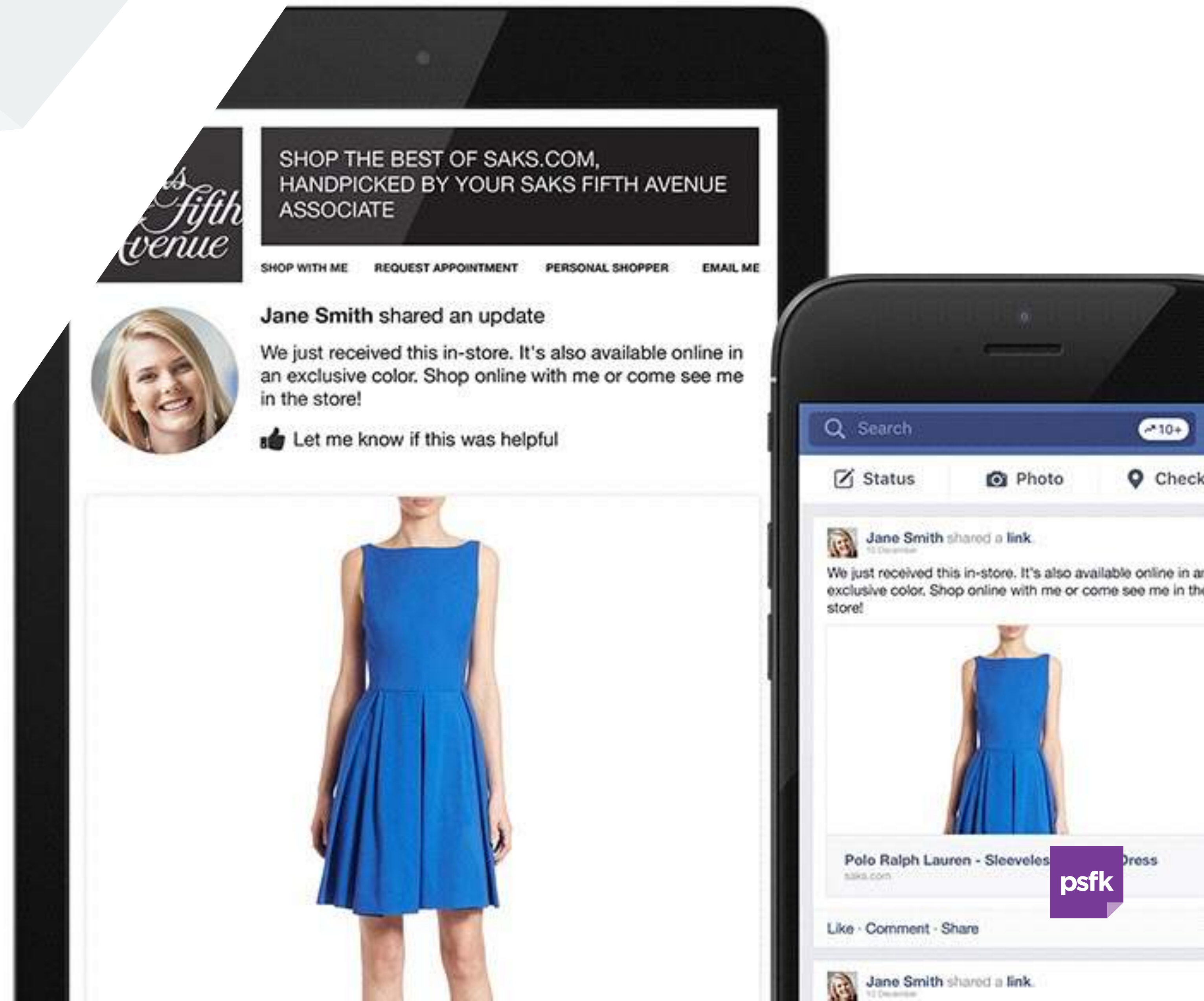


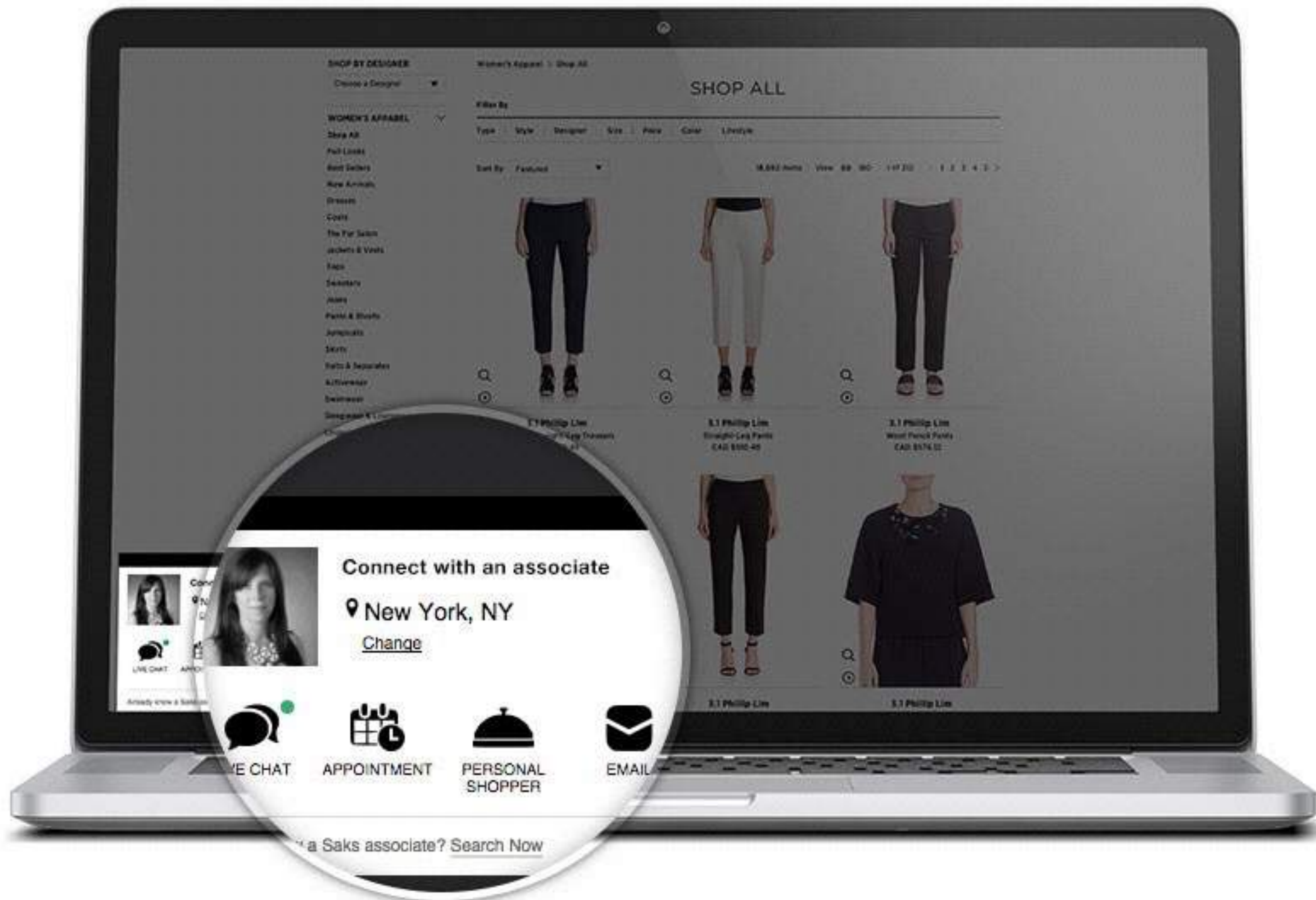
DEMOCRATIZE ACCESS

Saks Fifth Avenue

Personal Shopping Advice
Available 24/7 Through
Email And Chat

@saks







DEMOCRATIZE ACCESS

Key trends to drive shopper access

Customer Concierges - enable one-to-one relationships between customers and members of staff to deliver more personalized service and experiences.

Aspirational Experiences - experiment with immersive 360-degree and real-time video technologies to open new possibilities for how audiences experience a brand and its products.



RECOGNIZE & PERSONALIZE

Putting systems in place for remembering and acting on the purchase history and preferences of customers, and tailoring those experiences over time.

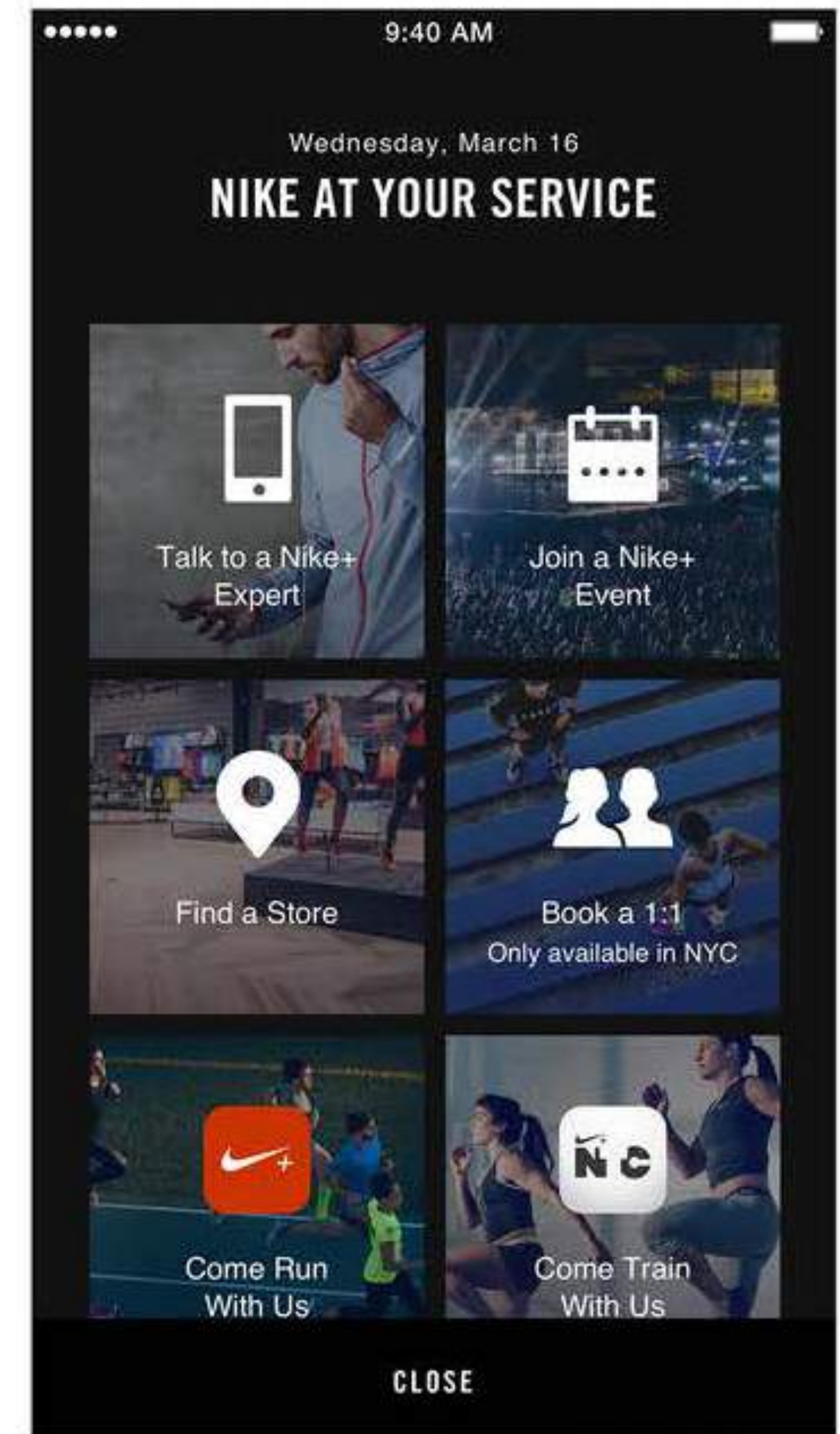
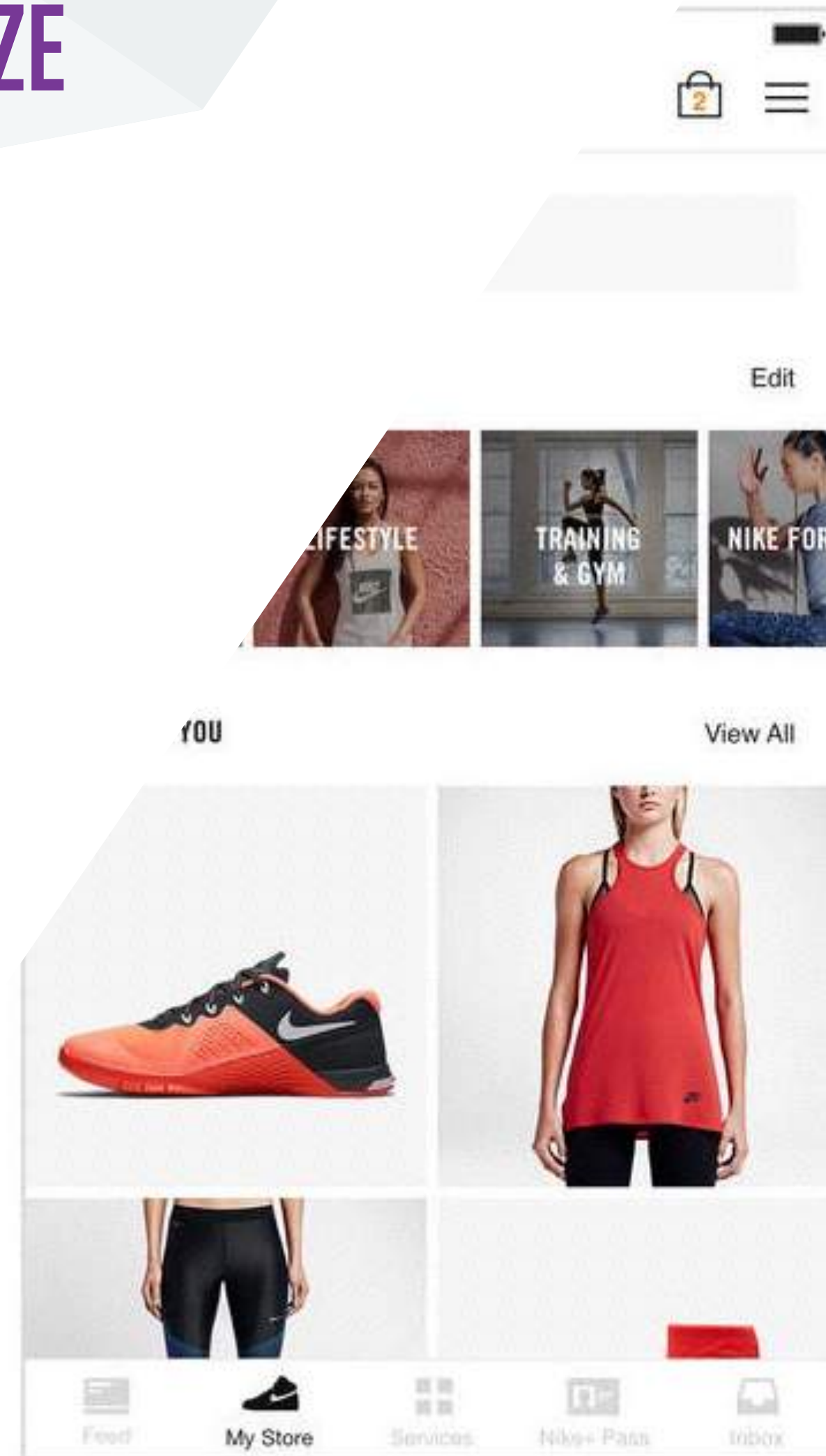


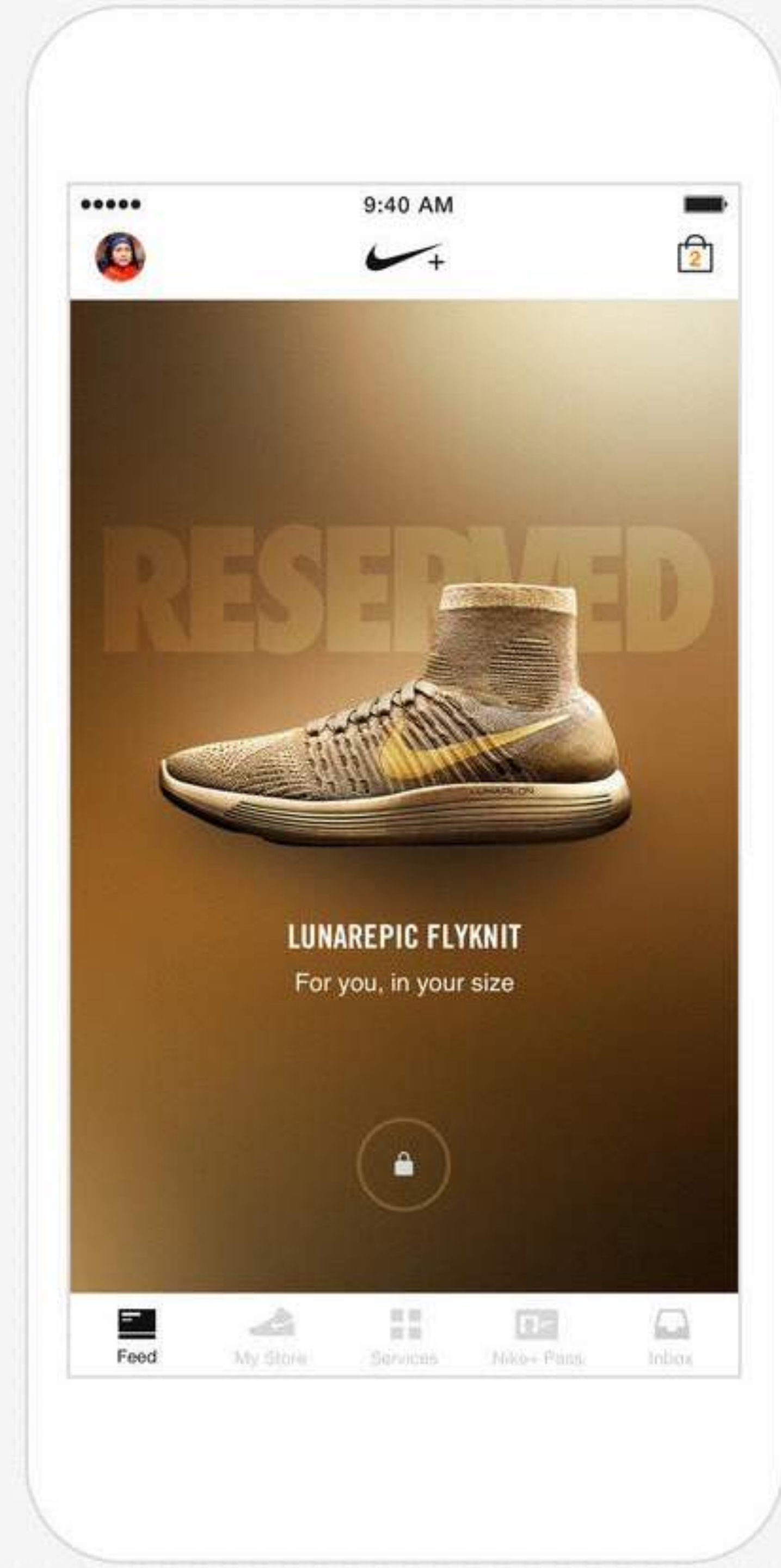
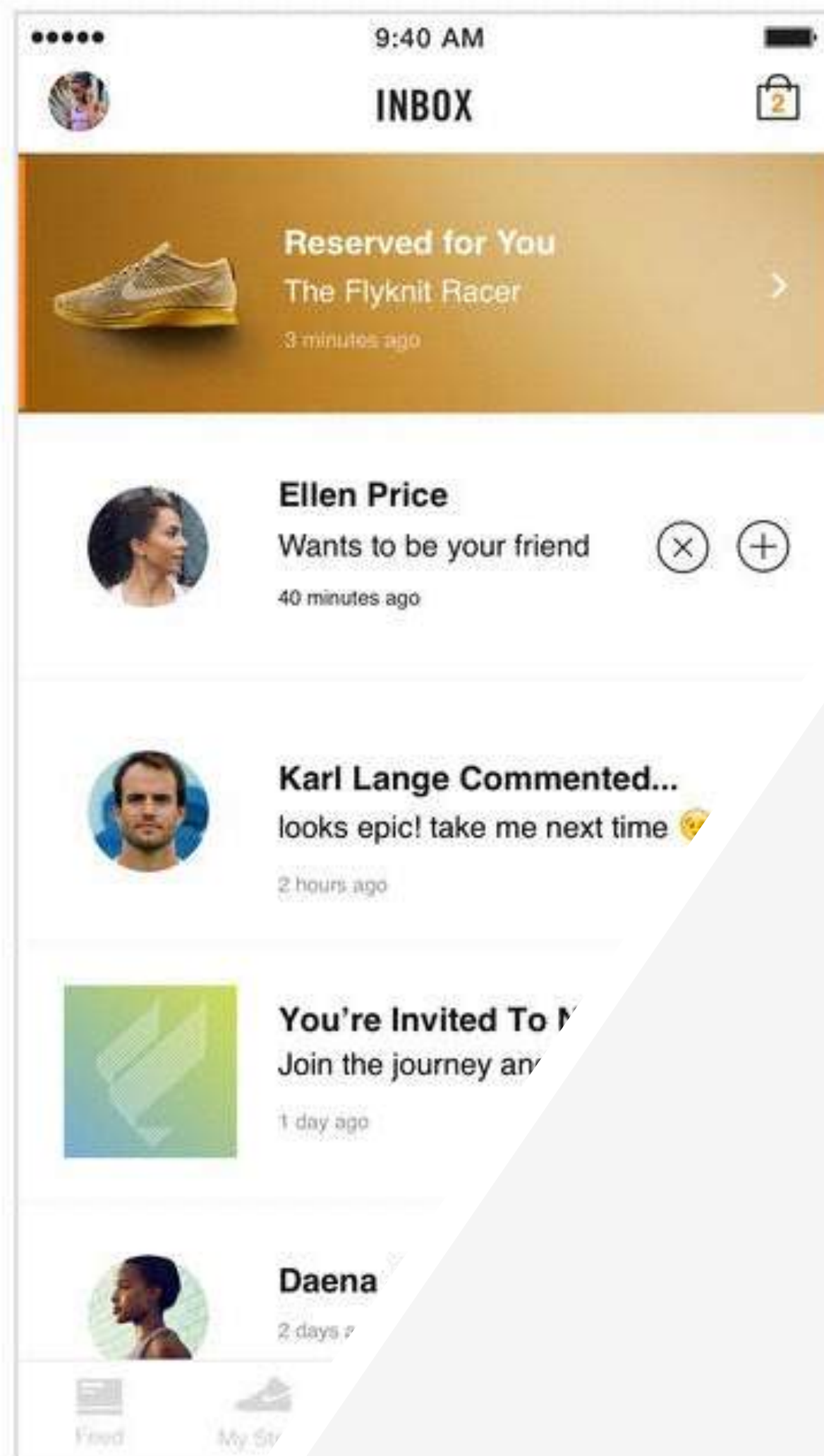
RECOGNIZE & PERSONALIZE

Nike

Personalized
Recommendations Learn
Fitness Activity

@Nike







RECOGNIZE & PERSONALIZE

Macy's x IBM Watson

AI Assistant Offers
Location-Specific
Guidance And Advice

@Macys
@IBMWatson





RECOGNIZE & PERSONALIZE

Key trends to build a personalized shopping experience

360-Degree Service - provide members of staff with tools that enable them to build and act on the preferences of shoppers to deliver more personalized service and experiences.

Predictive Assistance - develop sophisticated platforms that leverage known preferences and behaviors alongside key contexts to deliver relevant information and services that anticipate shopper needs.



PROMOTE TRANSPARENCY

Being upfront with consumers about the policies and processes that underlie the products and services that they're buying into.

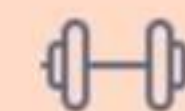


PROMOTE TRANSPARENCY

Sage Project

Visual Platform Deconstructs
Ingredient And Nutrition
Information For Food

@SageProjectHQ



Exercise Equivalents

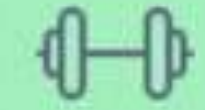
How much exercise does it take to burn off this product?



22

MINS OF JUMPING ROPE

You would need to
**jump rope for 22
minutes** to burn off
this product at **1
serving**



Exercise Equivalents

How much exercise does it take to burn off this product?



14

MINS OF SWIMMING

You would need to
swim for 14 minutes
to burn off this
product at **1 serving**

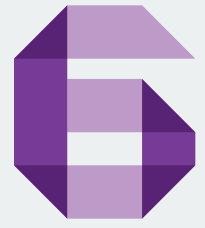


PROMOTE TRANSPARENCY

Key trends to give shoppers transparency

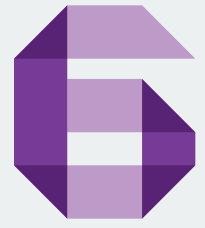
Reciprocal Relationships - develop opt-in experiences that give consumers insight and control over their personal information, and deliver greater value around its use.

Storied Products - give customers a behind the scenes look at the sourcing of products and their impacts.



PERFECT PARTNERSHIPS

Creating additional value for customers by collaborating with like-minded companies to deliver expanded offerings.



PERFECT PARTNERSHIPS

Instacart x AllRecipes

Add An Entire Recipe's
Ingredients To Grocery
List With A Single Click

@Instacart
@AllRecipes



We Deliver Your Groceries.

Safeway, Whole Foods and Costco delivered to your door in over 100 cities.

Enter Your Zip Code

Zip Code

Join Now >

Already have an account?

Instacart is not affiliated with, endorsed or sponsored by Safeway.

World's Best Lasagna

by Allrecipes



Johnsonville Sweet Italian Sausage
19 oz



Ground Beef - 93% lean
1.45 lb



Large White Garlic Bulb
~ 0.07 lbs - \$0.35

+ ADD



Organic Yellow Onion
~ 0.77 lbs - \$1.15

+ ADD



Hunt's 100% Natural Fire Roasted With ...
14.5 oz



\$0.99

Whole Paws Shredded
Whitefish, Chicken & Tuna
In Gravy

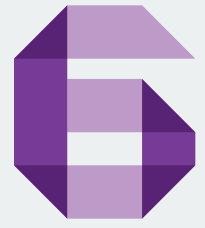
\$2.59

Organic V
Half & Ha
16 oz

\$3.99

365 Morning O's Ce
14 oz

psfk



PERFECT PARTNERSHIPS

HGTV & Food
Network x
Amazon TV

TV Apps Let Viewers
Shop Straight From
Their Favorite Shows

@amazon

@hgtv

@Food Network







Gardening with Kids

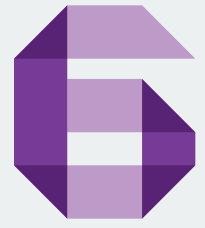


How to Make Rainbow Bouquets

Kids will enjoy making rainbow bouquets of white flowers and food coloring.

 Shopping Enabled

Sponsored by

PERFECT PARTNERSHIPS

Key trends to build brand partnerships

Cross-Channel Rewards - build an ecosystem of partners and perks that reward engagement in broader variety of ways.

Additive Experiences - enhance the experience of shopping and/or ownership by connecting with partners to deliver premium services, content and perks.



OPTIMIZE OWNERSHIP

Building a responsive support network that provides expert service and educates consumers after a purchase is made.

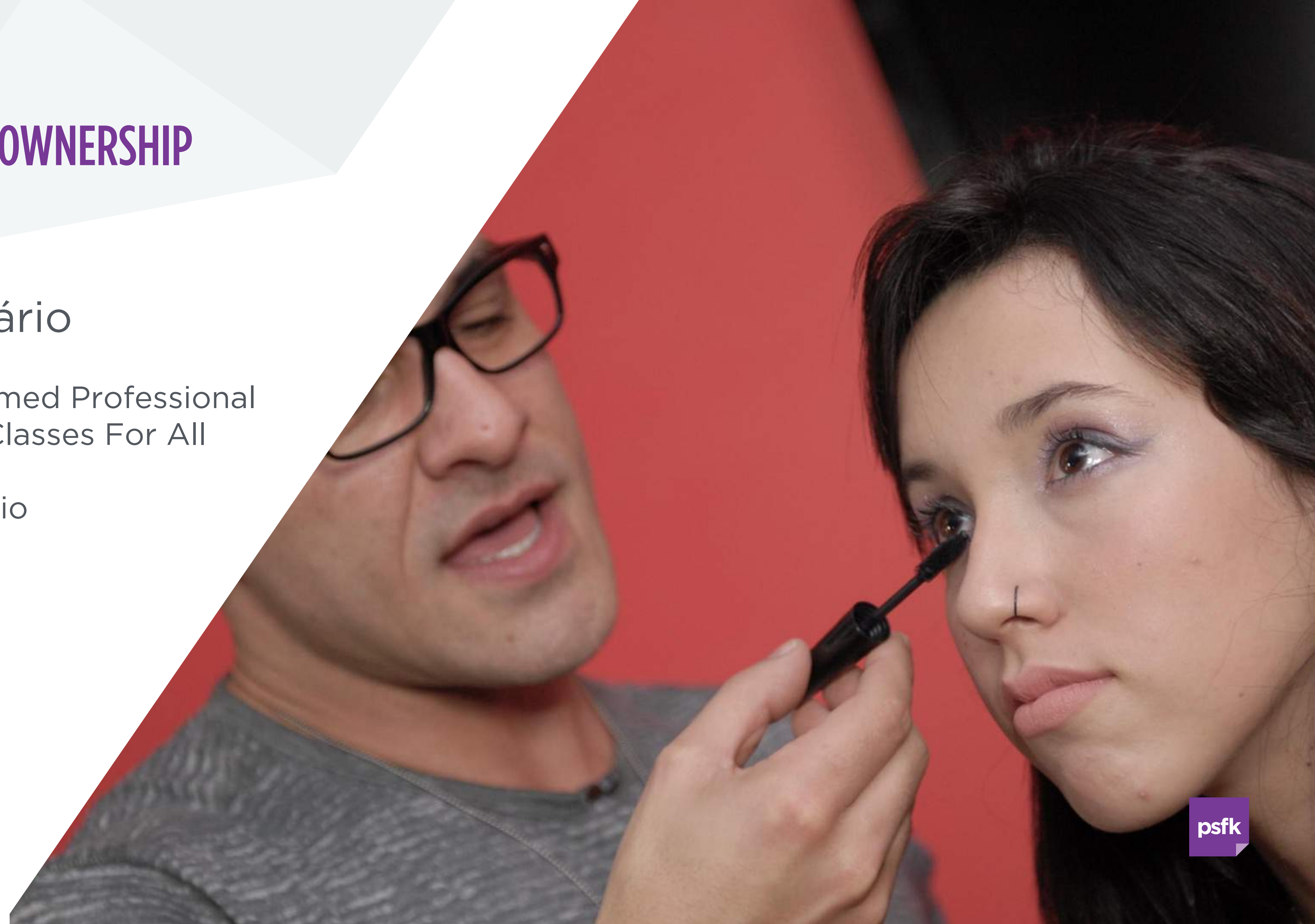


OPTIMIZE OWNERSHIP

o Boticário

Live Streamed Professional
Make Up Classes For All

@oBoticario





1 OPTIMIZE OWNERSHIP

Lowe's

360-Degree Interactive Videos
Teach Home Improvement
Skills In A Minute

@Lowes





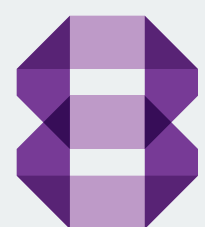


OPTIMIZE OWNERSHIP

Key trends to optimize ownership

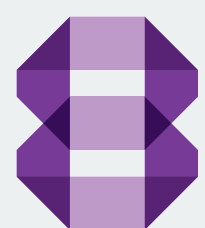
Cultivated Expertise - create educational initiatives that teach consumers new skills, while extending the usefulness of product offerings.

Always-On Support - leverage a mix of text, video and AI services to provide real-time access a network of experts to troubleshoot problems and provide advice.



CULTIVATE COMMUNITY

Creating opportunities for consumers and fans to come together around the halo of a brand to build value on top of existing products and services.



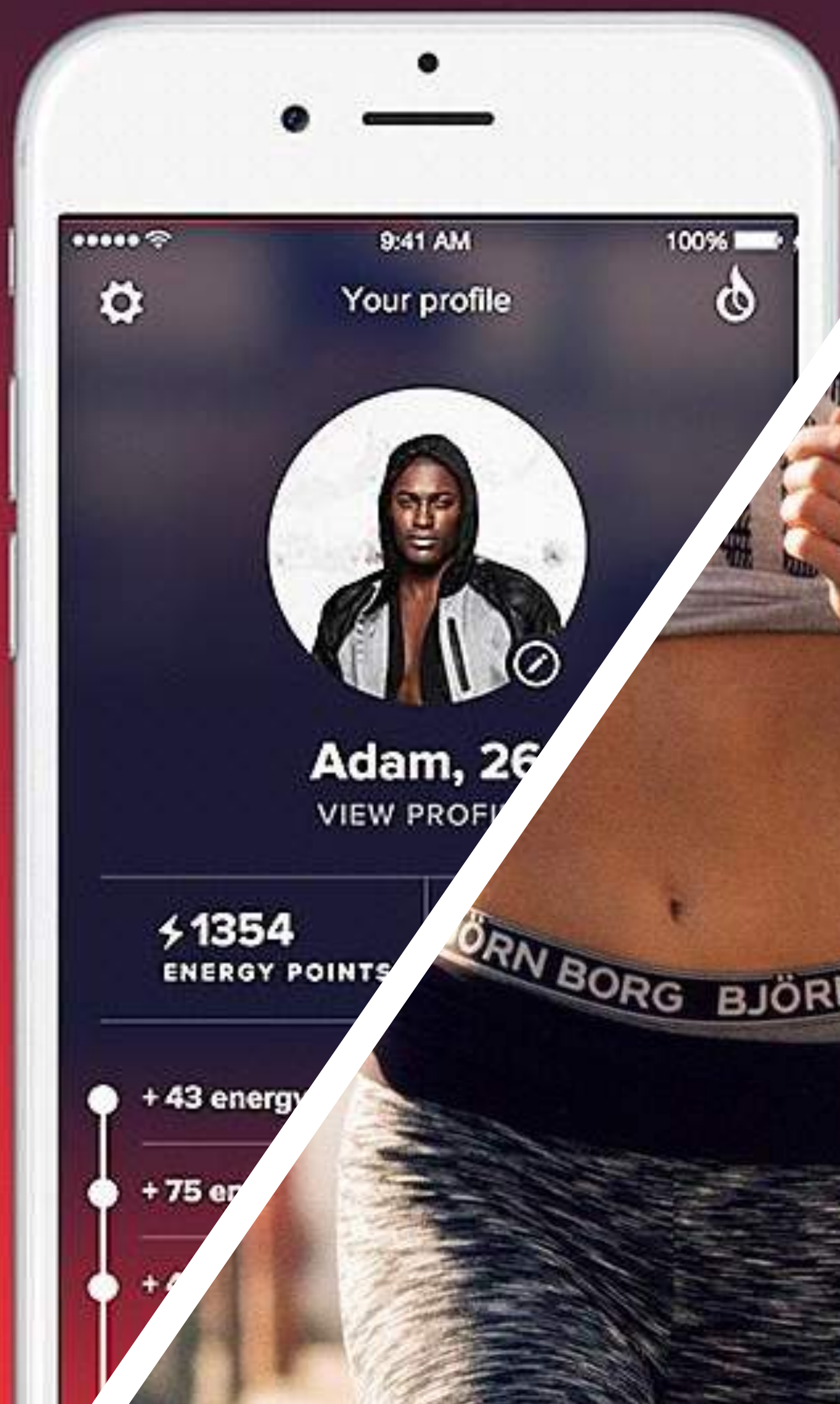
CULTIVATE COMMUNITY

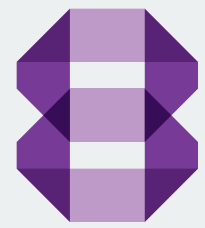
Björn Borg + Sprinter

Underwear Brand Launches
Dating Application Powered
By Fitness Points

@bjornborg







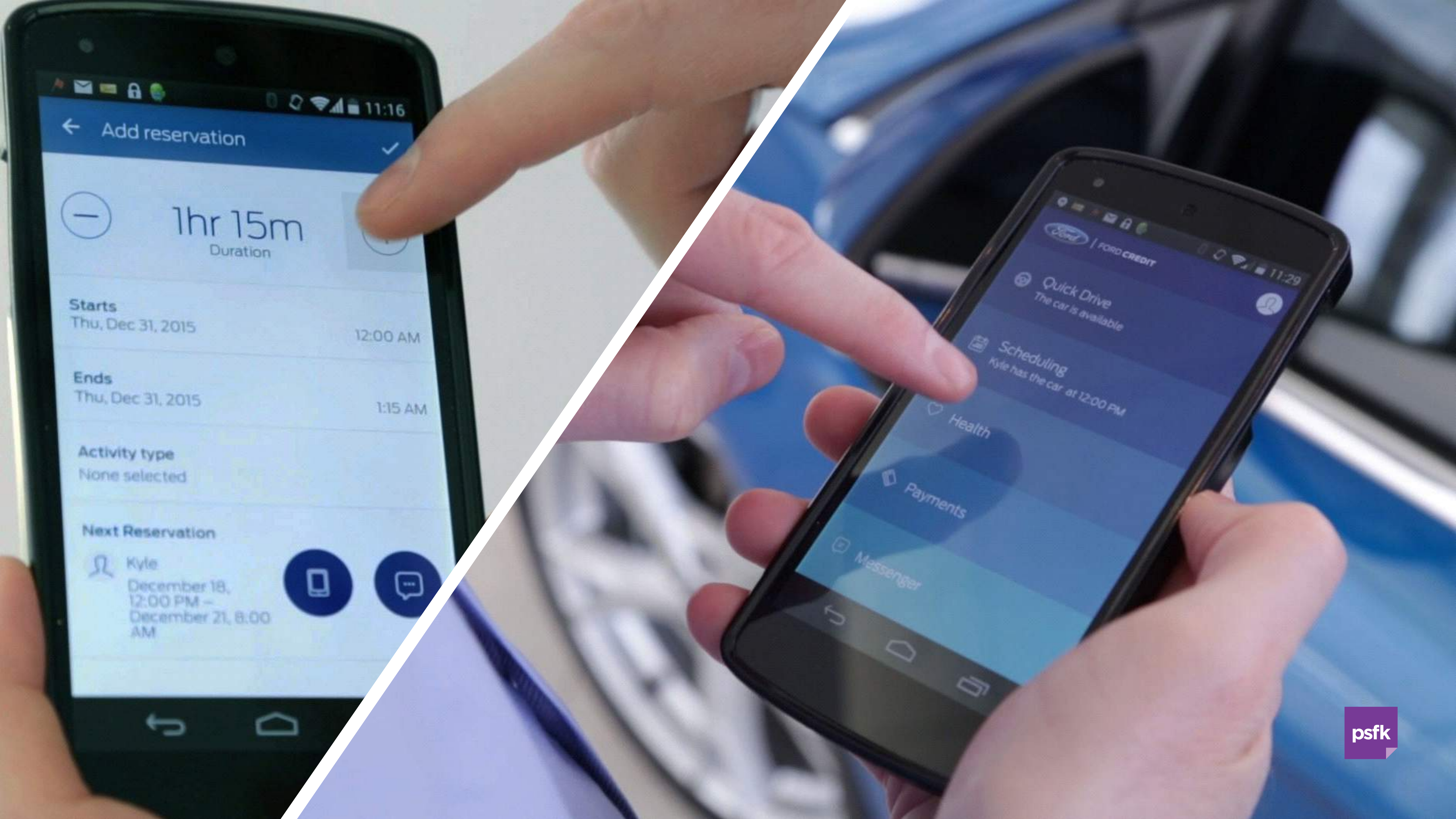
CULTIVATE COMMUNITY

Ford

Drivers Co-Lease To Own
Cars At A Reduced Cost

@Ford





← Add reservation ✓

1hr 15m
Duration

Starts
Thu, Dec 31, 2015 12:00 AM

Ends
Thu, Dec 31, 2015 1:15 AM

Activity type
None selected

Next Reservation

Kyle
December 18,
12:00 PM –
December 21, 8:00
AM

FORD CREDIT

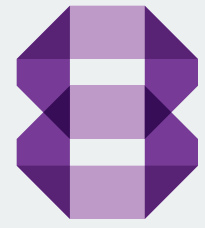
Quick Drive
The car is available

Scheduling
Kyle has the car at 12:00 PM

Health

Payments

Messenger

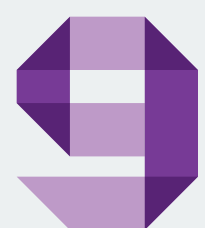


CULTIVATE COMMUNITY

Key trends driving community engagement

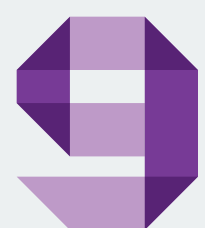
Cultural Hubs - set aside space within stores to push complementary services and experiences that go beyond core product offerings, creating marketplaces for relationships, not just products.

Collaborative Marketplaces - experiment with new ways to make products a catalyst for shared connections - whether through knowledge, experiences or ownership.



ENCOURAGE ADVOCACY

Tapping consumers for their knowledge and feedback to create opportunities for them to advocate on your behalf.



ENCOURAGE ADVOCACY

CoverFX


Social Media Fans Become
Makeup Models

@CoverFX





blueartistamua

a year ago 



#todaysmakeup #celfie #selfie
#bronzeeeyeshadow #brownsmokeyeyes
#coverfx #bhcoametics #MAC #macalumni
#nudelips #eyelashes #mua...

Related Products



**BB Gel -
Mattifying Anti-
Blemish**



[read all reviews](#)

[Shop Now](#)



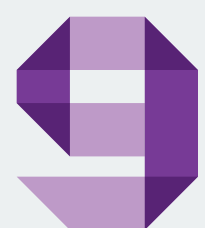
**Pressed Mineral
Foundation -
G20**



[read all reviews](#)

[Shop Now](#)



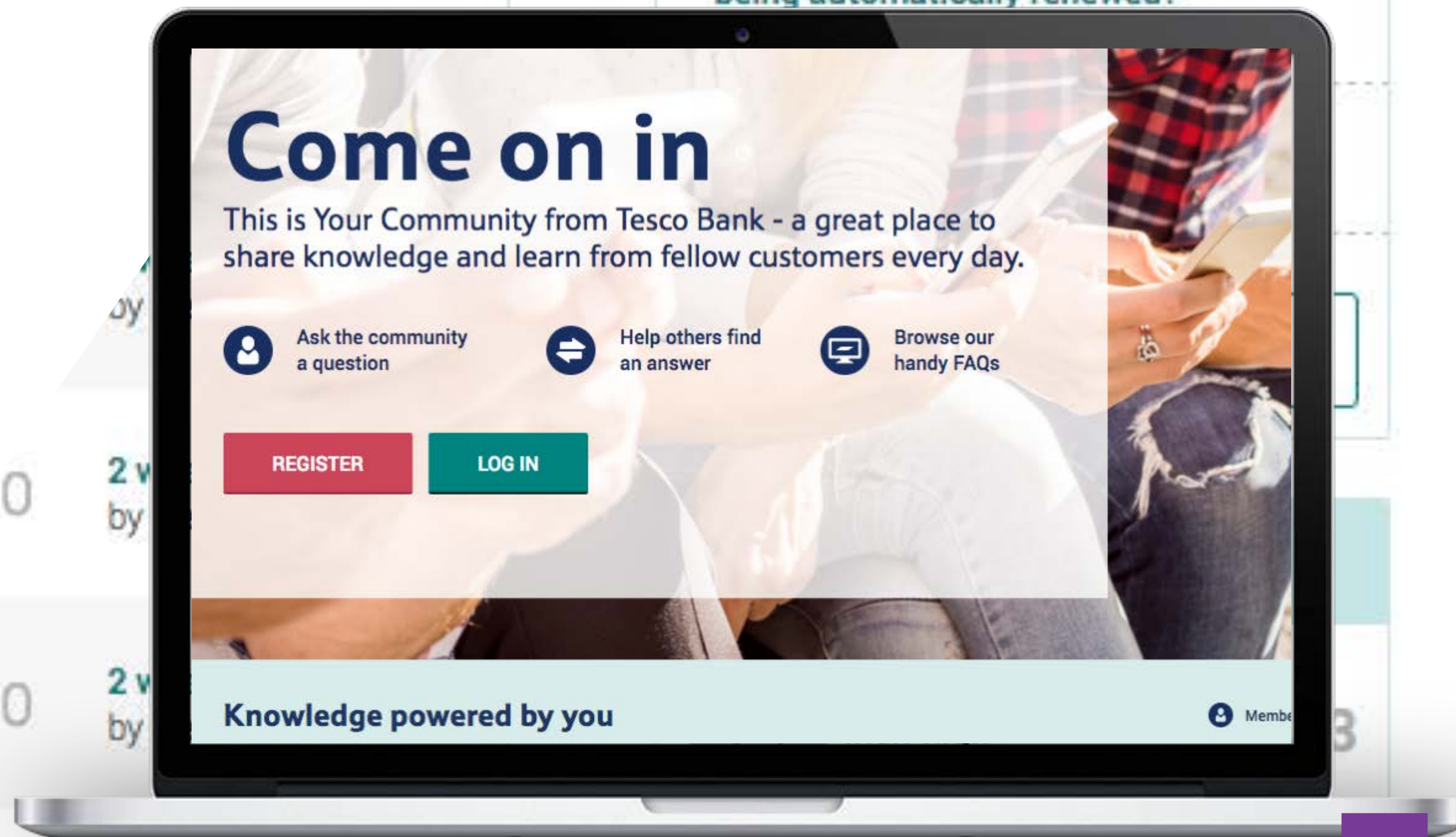


ENCOURAGE ADVOCACY

Tesco Bank

Social Network
Breeds Trust

@TescoBankNews



Search Your Community







Community



Insurance Help

NEW POST

Board Options

Author	Subject			Latest Post
 bencordy	Drive and Reward App Crash	1	0	9 hours ago by HeatherB
 jacquiwhyte	Clubcard bonus promotion for Pet Insurance	5	0	yesterday by jacquiwhyte
 Daz8000	Drive and reward, crafty quoter!	3	0	a week ago by HeatherB
 pinkfizz31	Contents insurance no claims discount	1	0	2 weeks ago by HeatherB
 Tweedle	When does pet cover start	1	0	2 weeks ago by HeatherB
 mickeym1980	taxi no claims discount	1	0	2 weeks ago by HeatherB

REGISTER

LOG IN

CHANGE TOPICS

New Solutions

Re: Am I covered for conditions my pet has suffered in the past?
Insurance Help

car swap what to do insurance wise
Insurance Help

Re: Why is my Car Insurance policy being automatically renewed?
Insurance Help

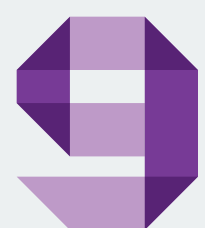
Adding garage curtesy car to policy
Insurance Help

FIND MORE SOLUTIONS

Top Taggers

 Inch-high

3



ENCOURAGE ADVOCACY

Key trends to encourage community-led advocacy

Shopper-Led Exchange - create opportunities for shoppers to share their advice and experiences with a community of other shoppers.

Crowd Buy-In - utilize the power of community-based platforms to launch new ideas and solicit feedback from an engaged audience of fans.



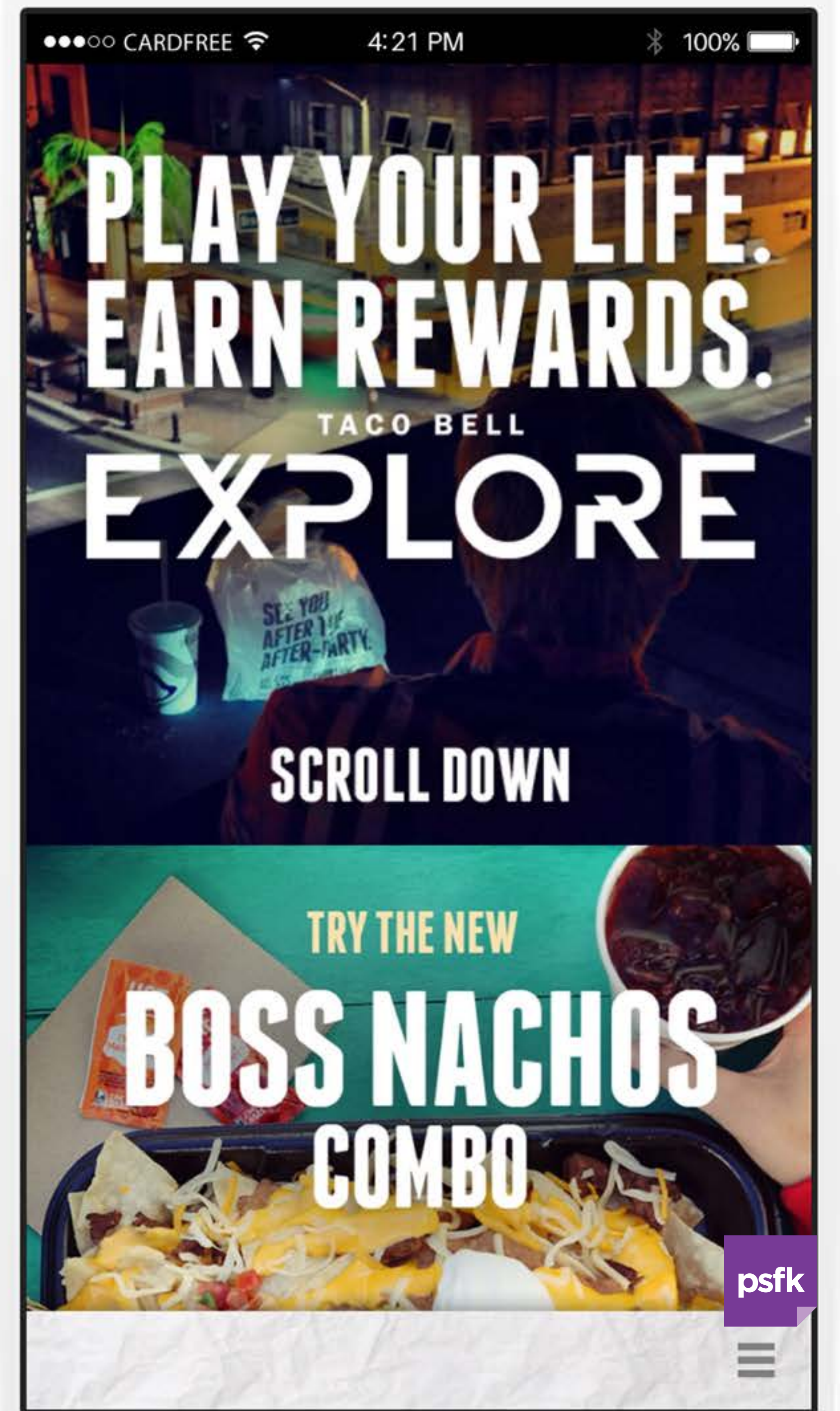
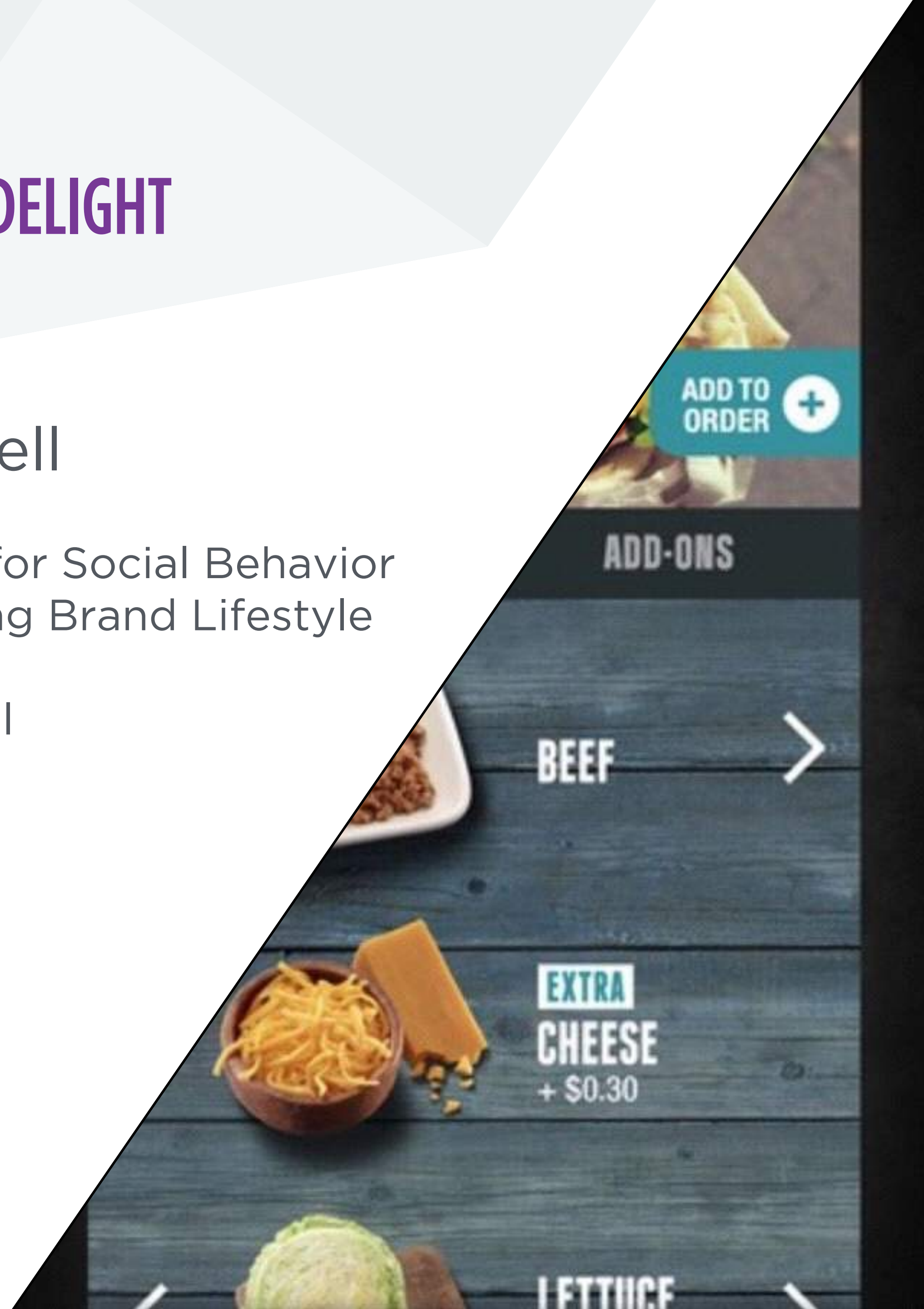
Providing unexpected perks and promotions that reenergize existing relationships and build on the broader brand promise.

10 DELIVER DELIGHT

Taco Bell

Rewards for Social Behavior
Embodying Brand Lifestyle

@TacoBell



TRIP TO TACO BELL TEST KITCHEN



IN THE MOMENT.
UNLOCK PUZZLES.
SCORE REWARDS.

SIGN UP TO PLAY

FACEBOOK

EMAIL

YOU SCORED A
\$100 TACO BELL CARD



CLAIM IT

psfk

10 DELIVER DELIGHT

Key trend to deliver delight

Insider Exclusives - offer one-of-a-kind rewards and experiences to a top-tier group of customers and influencers to generate excitement and grow broader appeal.



5 PLACES TO INVEST

- Automate An Intelligent Front Line
- Empower A Connected Salesforce
- Build A Comprehensive Customer View
- Drive Commerce With Compelling Content
- Equip The Modern Shopper To Act

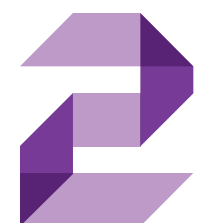


10 PILLARS SHAPING THE DIGITAL EXPERIENCE

ENHANCING THE PURCHASE PATH



CREATE CONFIDENCE

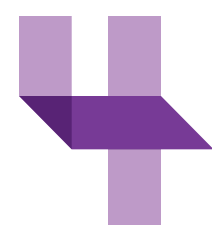


ELIMINATE OBSTACLES

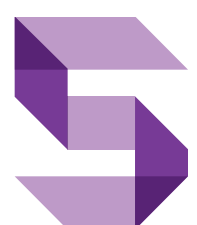
BUILDING BETTER RELATIONSHIPS



DEMOCRATIZE ACCESS



RECOGNIZE & PERSONALIZE



PROMOTE TRANSPARENCY

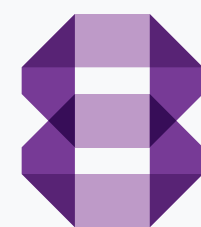
CREATING A VALUABLE COMMUNITY



PERFECT PARTNERSHIPS

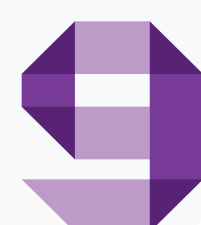


OPTIMIZE OWNERSHIP



CULTIVATE COMMUNITY

ELEVATING THE TOP TIER



ENCOURAGE ADVOCACY



DELIVER DELIGHT



PRESENTS

The **FUTURE**
OF
RETAIL *2017*

TRENDS SHAPING THE
DIGITAL EXPERIENCE

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Rate this session in the mobile app and
NRF will donate \$2 per unique rating to Girls Who Code.



Girls Who Code is a national non-profit organization dedicated to closing the gender gap in technology.

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