

CONSUMERS DEMAND THE DIGITAL EXPERIENCE IN-STORE

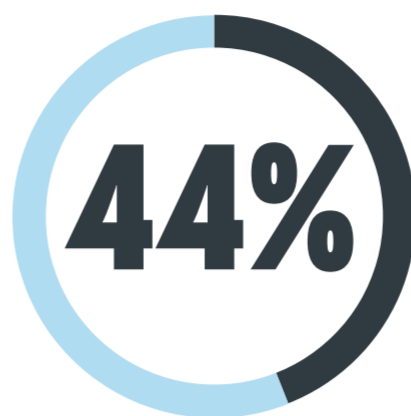
Today's consumers are highly connected and expect the same shopping experience offline as they do online: whether they're searching for a book via their smartphones or shopping for clothes on their tablets, they want their digital experiences to transfer seamlessly to the physical store.

ONLINE RESEARCH

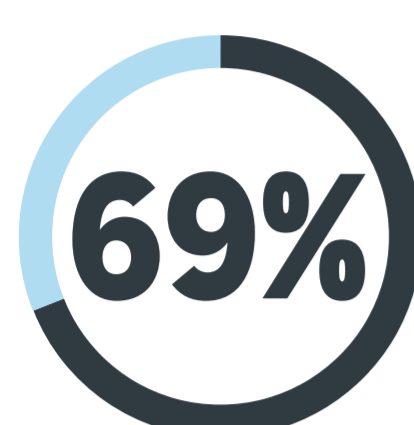
The connected consumer does a lot of research online before making a purchase — meaning she's more informed than ever, and demands high-quality service as a result.



A report released in 2013 found that almost



Such sales are expected to comprise 44% of all retail sales in the U.S. by 2016



Forrester Consulting found that 69% of consumers trust web data, including product information and reviews, more than information attained from a sales associate in the store



Only 16% of consumers believe that store associates are the best resource for product information



However, 43% will trust a sales associate more if the associate is aided by a web-connected device

IN-STORE BROWSING

Today's connected consumer expects a seamless experience on and offline.



Connected consumers use devices to research while shopping in stores



A 20% increase from 2012

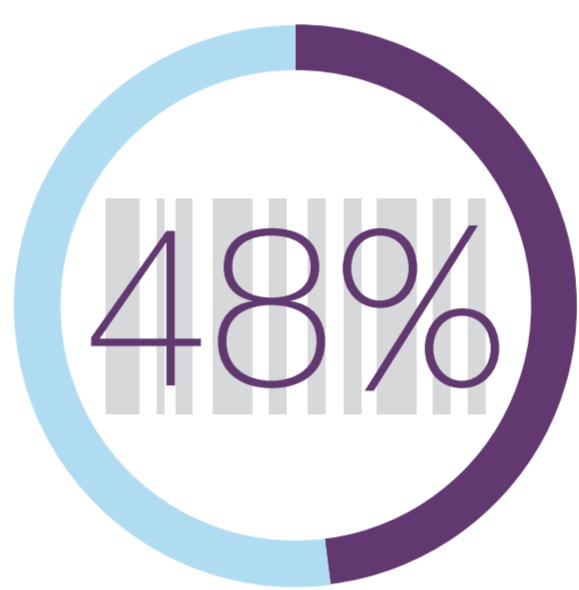
How connected consumers use mobile apps in store:



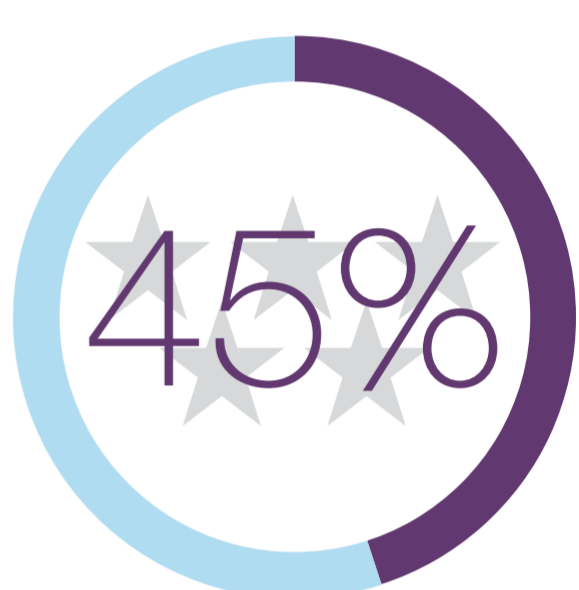
for checking prices



to seek out coupons, discounts and sales



to scan barcodes



to check online product reviews from other consumers

Consumers trust online ratings **4x more** than they trust store employees' advice



56% of lost sales are because of out-of-stock items

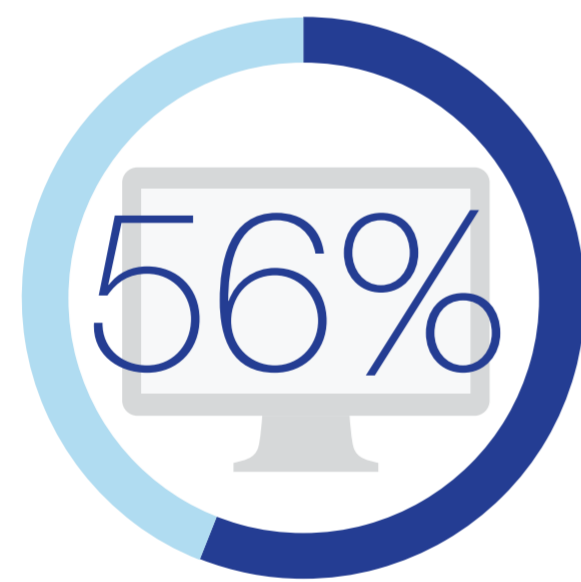


40% of consumers have bought an item online after researching it in-store



OMNI-CHANNEL PURCHASING

Where and how does the connected consumer decide to buy? What influences her to buy more in the store?



of shoppers say they probably spend more money in-store after researching a purchase ahead of time online



of store associates say a tablet would help them provide better customer service



of store associates believe mobile point of sale has a positive effect on the shopping experience

THE RETAILER'S TO-DO LIST

Personalize Customer Service

More than 4 in 10 consumers want to be identified via their web personalization in physical stores

Provide Access to Web Inventory in Physical Stores

Services like endless aisle have been found to reduce overstocks and lost sales from out-of-stocks, which amount to \$818 billion in losses for businesses every year

Enhance Mobile Experience

44% of consumers want to use mobile apps to aid their in-store shopping

Streamline Shopping across Channels

Almost 6 in 10 shoppers expect retail experiences to span both digital and physical channels by 2014

And in 2012, more than half of consumers worldwide said retailers lacked consistency across channels

56% of respondents to Forrester's Q4 2012 eBusiness and Channel Strategy Online Survey strongly agreed that their companies should support a consistent cross-channel experience

But only 23% felt they could execute such an experience

Is your retail store ready for the new digital reality?

DEMANDWARE HELPS RETAILERS PERSONALIZE CUSTOMER SERVICE AND INCREASE STORE SALES.

demandware
move faster, grow faster.

SOURCES: Mulpuru, Sucharita. "US Cross-Channel Retail Forecast, 2011 To 2016." Forrester: 12 June 2012. Updated 23 July 2012. "The Future of Retail and Tomorrow's Consumer." Forrester Consulting, commissioned by Demandware: June 2011. <http://newsroom.cisco.com/release/1128065> <http://newsroom.cisco.com/press-release-content?type=webcontent&articleId=1200551&sid=BAC-JsSynd> <http://www.retailtouchpoints.com/in-store-insights/1647-ihl-report-shows-818-billion-lost-annually-in-global-retail-inventory-distortion-> <http://gigaom.com/2012/07/09/is-the-future-of-retail-showrooming/> http://communities.motorolasolutions.com/community/north_america/nrf_2013/blog/2013/01/14/rise-of-the-connected-shopper-and-enabling-store-associates <http://www.intel.com/content/www/us/en/retail/intelligent-endless-aisle-brief.html> Gill, Martin. "Welcome to the Era of Agile Commerce." Forrester: 19 July 2013. ©2013 Demandware, Inc.