

Mobile



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Mobile: saviour of the store?

Mobile has revolutionised ecommerce but its true power lies in what it can now do to breathe new life into the high street shopping experience, says **Paul Skeldon**

FOR MANY RETAILERS, mobile is treated as a separate sales channel when it's just another screen for doing ecommerce through that will eventually be subsumed into the greater world of online retailing. The real power of mobile in the retail sector lies now in how it is poised to revolutionise the in-store shopping experience and, perhaps, even save the high street.

While most retailers have long been aware of showrooming – where a shopper stands in-store and uses their mobile to buy what the retailer has on its shelves more cheaply online – many have realised that offering shoppers their own in-store mobile experience in-store might be the key to drum up return business. Mobile allows retailers to combine the online and real worlds, bringing the frictionless way of shopping we're all used to online into the store.

Starting small

There has been much attention focussed on Amazon's pilot store in Seattle, which does away with need to queue by tracking products and shoppers so they can 'check out' by leaving the shop.

Yet many 'real' retailers are also trialling mobile with less fanfare. Sainsbury's is trying checkout-less technology at its Euston store in London that lets shoppers pay for goods on their mobile phone by using the Sainsbury's app to scan items and trigger automated payment.

High-end fashion retailer Ted Baker has also adopted a mobile-based, low-friction payment service in its stores. Developed with PayPal Here technology, the new service enables employees to help customers shop in a more flexible way and have products delivered to home, work or via click-and-collect at Ted Baker stores. Currently being piloted in five London locations – Westfield, St. Pancras, Regent Street, Covent Garden and Floral Street – this solution is due to be rolled out across all UK and US stores.

The key thing here is that it adds convenience and makes shopping easier. Vanessa Walmsley, Managing Director at Qmatic UK, suggests that as more retailers adopt innovative mobile technology, there is even more value to be unlocked by managing the customer journey. "We are seeing more and more retailers focus on improving the customer experience," she says. "Sainsbury's extension of its trial, reportedly to an additional 50 stores later in the year, is just one example of a major retailer trying to reduce friction in their stores to increase customer loyalty. Research which we conducted with 100 UK retailers revealed

that 49% of respondents identified mobile- optimised checkouts as the innovation most likely to impact the customer experience, further demonstrating the potential impact of this technology."

In the US, brands such as Apple, Nike, The North Face and Steve Madden are all winning in combining digital and real-world shopping experiences. There is much that all retailers can learn from them.

"The world's top brands have a strong mix of digital capabilities both online and in-store," says Lauren Freedman, SVP of Digital Strategy at Astound Commerce. "They almost always lead with brand, embrace strategic merchandising and offer convenience at every touchpoint. Shoppers are increasingly looking to brands to deliver more engaging experiences, and the investment by brands in more sophisticated features is a direct response to these expectations, as well as to the sophistication of many of their retail partners and competitors."

AR, MR and experience

This experience-led approach is again where mobile holds the key. While there is much hype around mobile augmented- and mixed-reality (AR and MR), and while these certainly do have a powerful role to play, simply



Ten issues to consider

1 MOBILE COMMERCE IS MAINSTREAM:

Mobile now accounts for at least half of most retailers' traffic, often more. While you may be treating it as a separate channel, your customers aren't, so think of it as part of your overall ecommerce strategy.

2 CHECKOUT IS A DRAG:

Actually paying for things on mobile websites used to be the real pain point but not any more. Now, queuing in stores to pay is the real drag. Use mobile in-store to make as much of the in-store experience frictionless.

3 SHOWROOMING IS STILL A PROBLEM:

Customers in your store using their phones to find what you sell for less online remains a problem. Research by Kenshoo finds that 85% of people who showroom said they visit Google to research purchases, followed by Amazon (72%), with eBay third (38%) and individual retailer websites (36%). You need to make this mechanic work for you, not against.

4 CUSTOMER EXPECTATIONS ARE WILDLY HIGH:

As mobile experiences have got better, so customer expectations of what they get from your app, website, mobile site and store have all grown too. In fact, they are now beyond what many retailers can deliver. However, you have to try and match their expectations with services.

5 PERSONALISATION IS KEY:

The key to meeting consumer demands is to personalise your interactions with them. This means using all the data you have to understand them and talk to them 'directly' and 'individually'. That's hard to do at scale but mobile can deliver lots of useful contextual data.

6 DEVELOP AT 'CUSTOMER SPEEDS':

Retailers need to shop, communicate and collaborate at consumer speed. This means functioning the same way their customers do – they need to develop on mobile and at mobile speeds to keep up with consumers

7 EMBRACE AI, CHATBOTS AND MESSAGING:

Consumers are increasingly embracing the idea of AI and chatbots and messaging bots that can automate and personalise (at scale!) some interactions. Embrace their growing love of the robot – it will help you.

8 BE READY FOR AR, MR:

Augmented and Mixed Reality (AR and MR) are poised to explode as ways to engage consumers through mobile and will revolutionise what you can do in-store (among other things). You need to be looking at these technologies right now and working out where and how to deploy them, even if it's just a little taste of what's to come.

9 NETWORK COVERAGE NEEDS IMPROVEMENT:

While there are some great things that mobile will deliver to retail, network coverage is still patchy, not least within shops and malls. Look at how you can deploy secure WiFi to make sure that all of the above comes to pass in your shop. And don't make shoppers pay or fill in a form to use it!

10 BREXIT WILL HAVE AN IMPACT:

A third of British retailers think Brexit will have a negative impact on their business, according to research by VoucherCodes. To prepare, 26% are upping investment in mobile as they see it as the channel shoppers will embrace as well as a way to bring cost savings into retail. Brexit's lasting legacy might be that it made mobile the shopping channel of choice.

allowing shoppers to access and buy from your website in-store is a good enough start.

When it comes to mobile's role in the coming years, adding AR and MR will be what brings mobile and the high street together. According to research by DigitalBridge, AR has become the most sought-after technology by consumers, with 61% saying it's what they're most excited about using, compared to 30% who think virtual reality should take priority in the consumer market. The remaining 9% believe that artificial intelligence tools like chatbots will be most beneficial.

David Levine, CEO of DigitalBridge, explains: "AR hasn't really caught the public's attention as much as VR, thanks to its popularity in the gaming and leisure industry. However, Apple's focus on this immersive technology and its forthcoming battle with Google (and others) has really turned the focus on its head. As a business and commerce application, particularly when

it comes to mobile commerce, augmented reality has much more potential than virtual reality as it's easier and cheaper to implement. I think we're going to see a new ecosystem of AR-enabled experiences in the coming weeks and months."

In summary

Mobile's real gift to retailing is that it will overlay the internet onto the real world, cutting queues and smoothing the retail experience. Retailers can start this incrementally and on a budget using the technology that already exists. Bring together the mobile elements you have – contactless payments, search, stock data – and relay them to your customers via their phones. Individually, they make your business work. Together, they could make it awesome.

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Jet2.com
Ocado
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Shop Direct
Urban Outfitters

Partners:

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AmperSand is an award-winning agency that helps retailers create better ecommerce experiences. AmperSand architects lasting multichannel retail systems and builds ecommerce websites that drive sales across channels. AmperSand values customer collaboration and works with high-growth retailers to help increase conversion and drive efficiency through the strategic use of technology. Through agile delivery and accelerated builds, AmperSand can deliver flexible ecommerce systems quickly at a fixed fee. AmperSand's primary ecommerce technology suite includes Magento (ecommerce platform), Fredhopper (merchandising), Akeneo (PIM) and snow.io (IPaaS).

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Bensons for Beds
The Book People
Harveys
Harvey Nichols
Hillarys (Web Blinds)
Interflora
Moda in Pelle
Regatta Outdoor Clothing

Partners:

Akeneo
Fredhopper
Magento
Snow.io

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BounceX's People-Based Marketing (PBM) Cloud is the first new channel with scale in 10 years. Our technology powers thousands of digital properties, spanning a variety of industries. For the first time in years, marketers have a meaningful revenue channel outside of Google, Facebook and email. With the combined use of our identification engine and our PBM channels, ecommerce marketers can now activate users in the middle of the funnel and convert unidentified high-intent prospects into buyers generating an incremental 5%-10% of digital revenue. We have offices in NYC, San Francisco, and London. We are trusted by global enterprises such as Uniqlo, Samsonite and Forever 21.

Customers:

Clarks
Forever 21
Henri Bendel
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Partners:

Bronto
Oracle Marketing Cloud
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Salesforce
Marketing Cloud

CHANNEL ADVISOR

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ChannelAdvisor (NYSE: ECOM) is a leading provider of cloud-based ecommerce solutions that enable retailers and branded manufacturers to integrate, manage and optimise their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart and Facebook. Through automation, analytics and optimisation, its customers can leverage a single inventory feed to more efficiently list and advertise products online. Billions of dollars of merchandise are driven through ChannelAdvisor's platform annually, with thousands of customers using its solutions to help grow their businesses.

Suppliers:

Boohoo.com
Debenhams
Dune London
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Partners:

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eBay
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Google
Tmall
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Crafty Clicks is a specialist provider of address capture and validation solutions. Our ClickToAddress technology helps streamline checkouts and registration pages and ensures accuracy of captured customer data.

- Reduced checkout friction – auto-complete function on the address forms makes checkout and registration forms user friendly and quick to fill out.
- Better address data quality – addresses are validated at the point of capture, improving delivery success rates and ensuring complete customer satisfaction.

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Deichmann
Moonpig
PrettyLittleThing
Ryman Stationery
Robert Dyas
Virgin Trains

Partners:

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Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest-performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. More than 2,700 Criteo team members partner with 17,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo's Commerce Marketing Ecosystem sees over \$550bn in annual commerce sales data. For more information, please visit www.criteo.com.

Customers:

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JD Williams
La Redoute
New Look
Secret Escapes
TravelRepublic

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Emarsys is the largest independent marketing platform company in the world. As the first marketing cloud for retail and ecommerce, Emarsys has been helping more than 2,000 brands in over 140 countries deliver one-to-one interactions with consumers across all channels, building loyalty, enriching the customer journey and increasing revenues. Fuelled by machine learning and data science, Emarsys' cloud-based platform enables companies to scale marketing decisions and actions far beyond human capabilities.

Customers:

**We work with more than
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Partners:

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Granby are a private limited 3PL, fulfilment and customer experience company in Lancashire. We operate a fully integrated services portfolio including 3PL logistics and distribution, ecommerce fulfilment, contract packing, response handling, order processing, customer care, digital and data services. We operate from a 108,500 sq. ft. premises across four warehouses and a multichannel 40-seat on-site communications centre, which allows us to provide fully rounded fulfilment and customer experience solutions. Granby are proud to have long-standing relationships with some of the UK's leading brands. We are the ideal partner to help you deliver all your ecommerce objectives.

Customers:

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Maxxium UK
Nespresso
Selfridges
Shop Direct
Virgin Trains**

IADVIZE

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iAdvize is a conversational marketing platform which generates a turnover of more than €1bn each year for more than 600 businesses in 60 countries. With iAdvize, businesses can predict and engage contact opportunities in real-time with their customers and prospects. They are connected via messaging, with experts available 24/7.

Customers:

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BMW
Christian Dior
Europcar
House of Fraser
Lacoste
Matches Fashion
TUI**

Partners:

**Armatix LC
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The Links**

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Klarna was founded in 2005 in Stockholm with the aim of making it easier for people to shop online. In the last 12 years, technology has evolved, transforming the world around us, yet our mission remains as relevant as ever –to make paying as simple, safe and smooth as possible. Klarna is now one of Europe's largest banks and is providing payment solutions for 60m consumers across 70,000 merchants in 18 countries. Klarna offers direct payments, pay after delivery options and instalment plans with a smooth one-click purchase experience that lets consumers pay when and how they prefer to. Klarna is backed by investors such as Sequoia Capital, Bestseller, Permira, Visa and Atomico.

Customers:

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ASOS
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HYPE
JD Sports
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Partners:

**Adyen
Magento
Demandware
Hybris
Shopify
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KPS is Europe's leading management consulting firm for retail business transformation and process implementation. We offer end-to-end strategy and process consulting, with extensive implementation expertise in digital customer management, ecommerce and ERP. Our customers profit from the experience and deep sector knowledge of our consultants, which allows them to drive omnichannel and digital transformation projects to success. With its proprietary Rapid Transformation® methodology, KPS has cut project turnaround times by up to 50%. We are based in Munich, with additional locations across Germany, Denmark, Austria, the Netherlands, Switzerland and the US. KPS plans to expand further into the retail sector with innovative digital transformation projects.

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Partners:

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Oracle + Bronto arms high-growth retailers with sophisticated marketing automation to maximise revenue opportunities. The Bronto Marketing Platform powers personalised multichannel content that generates the higher engagement needed for retail success. Keenly focused on the commerce marketer, Bronto continues its longstanding tradition as a leading email marketing provider to the global Internet Retailer Top 1000 and boasts a client roster of leading brands, including Vivienne Westwood, Euro Car Parts, Björn Borg, notonthehighstreet.com, Oak Furniture Land and Joseph Joseph. For more information, visit bronto.com.

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Joseph Joseph
Moda in Pelle
notonthehighstreet
Oak Furniture Land
Poundland
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Partners:

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Software-as-a-Service (SaaS) provider Peoplevox knows warehousing inside and out. With over 100 clients in 24 countries, its class-leading warehouse management system (WMS) is one of the ecommerce industry's most trusted and reliable tools. Peoplevox gives pureplay and multichannel retailers full control over their warehousing processes, decreasing costs, increasing profitability and improving customer satisfaction. Its software is purpose-designed to meet the unique demands of each business. Working on any Android-enabled device, the solution is flexible, fast and affordable. It's also truly scalable and easily integrated.

Customers:

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Intersport
JD Sports
Mothercare
Oliver Bonas
The Range
Surfdome
TJ Hughes

Partners:

ChannelAdvisor
Magento
MetaPack
NetSuite
Shopify Plus
Volo Commerce

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Poq, the app commerce company, is a Software-as-a-Service that empowers retailers to create highly effective and customised native apps. These allow retailers to build stringer brands, sell more products, deepen customer loyalty and deliver relevant content, communications and rewards.

Our platform is the result of years of focus on retail apps and is proven to increase conversion rates and revenue. New code is rolled out every week and new releases delivered every quarter. Clients include the UK's largest brands and department store retailers.

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Holland & Barrett
Hotel Chocolat
JD Williams
MADE.com
Missguided
Pretty Little Thing
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Partners:

Attraqt
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The TradeDesk

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Vaimo is the global leader in delivering award-winning digital storefronts, omnichannel solutions and mobile apps. Our focus is to accelerate B2B and B2C sales for our manufacturing, brand, and retail clients. As the leading Magento Global Elite Partner, our international team are the most knowledgeable experts in Magento omnichannel and commerce. With 15 global offices across EMEA and Africa and over 350 employees, we provide an international presence that allows us cultivate close, long-term relationships with our global clients.

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Lounge Co
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WE ARE PENTAGON



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Pentagon is a market-leading service and technology provider that enables retailers to accelerate their online growth through international marketplaces worldwide. Using a team of more than 150 ecommerce experts, we optimise and localise data, integrate to new ecommerce platforms, connect stock management and order managements systems to marketplaces, launch and manage online stores, drive ecommerce sales, handle international logistics and returns, and provide multilingual customer service. Our tiered service offering provides retailers with a tailored solution to meet their unique requirements, from a robust technical integration to fully managed online stores across multiple international platforms.

Customers:

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