

# 5

WAYS TO DELIVER  
**RETAIL &**  
TRANSFORMATION

EXCEPTIONAL  
CUSTOMER EXPERIENCES

SCALA 

## ACTIVATE

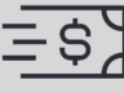
INTERACTIVE PRODUCT DISCOVERY



Incrementally **MODERNIZE** your store footprint, while creating a personalized experience for customers



**BALANCE** self-service offerings with human interactions through assisted selling tools



**INCREASE** your ROI by monetizing screen content, prioritizing brand placement on digital shelves and featuring dynamic advertising content

# 83%



of retailers say personalization to their business has become a greater priority over the past 12 months \*

## PERSONALIZE

END-TO-END SHOPPING EXPERIENCES



**SHOW** current and forecasted in-store offerings using touchscreen displays and commercial-grade tablets

**ACTIVATE** product discovery and location-based messaging on digital displays to personalize the shopping experience, inspiring future visits

## INCREASE

SALES AND REDUCE SURPLUS



**INTEGRATE** with store inventory and pricing systems via a mobile interface, allowing for in-store employees to monitor inventory and control pricing directly from the sales floor

**DRIVE** operational efficiency and mitigate waste by understanding floor operations and customer behavior. Employees can update targeted messaging on digital displays throughout the store in real time, ensuring the right product is promoted at the right time

## DELIVER

AN E-COMMERCE EXPERIENCE IN STORE



**TRANSFORM** traditional retail gondola shelves into an interactive shopping experience



**GATHER** sensor-based insights about shoppers, delivering the convenience and personalization of online shopping into the store



Touchscreen display shelves **FACILITATE** product discovery and mobile coupon checks while mobile app integration can tie to loyalty programs

26% say personalization has boosted sales by 5% to 10% with another 15% saying sales rose in the 10% to 25% range\*

## AUTOMATE

QUEUING AND PICK-UP



Give shoppers the **FLEXIBILITY** to choose how they want to receive their purchases — right now, delivery, or pick-up

UNDERSTAND CUSTOMER BEHAVIOR AND OPERATIONS WITH REAL-TIME INSIGHTS

In today's retail environment, it's more important than ever to have real-time access to business-critical information wherever and whenever needed. Sensor-based insights, from our in-house retail analytics platform, Walkbase, help retailers to learn deeply about their business and enable targeted promotional or task-based messaging on any digital display.

# ONLY 23%

of retailers currently tailor digital display content to individual customers that opt in to a mobile app, so there's room for multiple additional use cases to be applied in retail stores\*

\*2019 Benchmark Survey: Are Personalization Efforts Keeping Up With Consumer Desires? - RetailTouchPoints.com