

7 Technologies Making The Store Of The Future A Reality Today



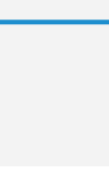
Brick-and-mortar retailers must **rethink the role and overall value of the store**, and further integrate it into **consumers' digital interactions**.

Despite the rise of e-Commerce, online channels will only account for **6.7%** of global retail sales by the end of 2015.¹

"Retailers are actively designing the store into an 'experience ecosystem.'"
-Laura Davis-Taylor, MaxMedia

1. RFID

At the REBECCAMINKOFF store in New York City, when a consumer walks into a fitting room carrying an item, the **RFID tag triggers an interactive touchscreen**, which displays product images and recommendations.

3 billion in 2014  **8 billion in 2016**

In the apparel industry, RFID tagging grew to **3 billion labels in 2014** and is expected to grow more than **8 billion in 2016**.²

2. Digital Displays

In *Neiman/Marcus* fitting rooms, shoppers can interact with the **MemoryMirror**, which takes a **video image of the shopper** then dresses her in different outfits.

Digital Signage adds an upswing in overall sales volume by **31.8%**.³

3. Beacon Technology

Up to **90%** of U.S. consumers use their smartphones while shopping in stores, according to SessionM research. Retailers like **TARGET** are testing different beacon use cases to take advantage of the connection shoppers have with their phones.

\$4 billion worth of U.S. retail sales

Beacons will directly influence more than **\$4 billion worth of U.S. retail sales in 2015** at top retailers (.1% of the total), and that number will climb **tenfold in 2016**.⁴

4. Mobile Clienteling

Store associates must be at least as knowledgeable as the shopper when it comes to product information. **Mobile clienteling** solutions are helping these employees become strong brand advocates.

59% of shoppers research items on their smartphones before purchasing.⁵

5. In-Store Analytics

In-store analytics can help merchants **assess the overall impact of the store design and experience**. In addition to measuring conversions, these tools can **track traffic patterns** and measure shopper-to-associate ratio.

Retailers must look ahead: they must extrapolate the impact of macro and industry-wide trends on the store network's economics and operating model. And they must understand the impact that channels have on one another.

6. 3D Printing

Retailers ahead of the curve are testing projects using 3D printing – an industry that is growing rapidly. **LOWE'S** developed a 3D printing service that enables shoppers to customize the color, shape and material of products such as door handles and address plates.

\$10.8 Billion The **3D printing** industry will be worth more than **\$10.8 billion by 2021**.⁶

7. Biometrics

Through fingerprint, hand or facial recognition, **biometrics already is in use** for a variety of purposes, including travel identification. It's only a matter of time before the technology penetrates the retail realm to facilitate **more personalized shopping experiences**.⁷

"Stores of the future will use biometric technologies to combine the online and brick-and-mortar experiences to enable people to use a unique identifier to redeem coupons, check out or even find items they selected as 'favorites' online, in the physical store."
- Amy Krueger McKeown, Marketing Development for 3M

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