The Retail Experience

EMBRACE MOBILE TECHNOLOGY OR CLOSE UP SHOP – CONSUMERS WANT TO SAVE TIME, PREFER SELF-SERVICE OPTIONS, AND HIGH-TECH DELIVERY OPTIONS

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#1 CONSUMER PRIORITY = SAVING TIME

67% OF SHOPPERS PREFER RETAILERS WITH MOBILE TECHNOLOGY BECAUSE IT SAVES THEM TIME.

66% SELF-SERVICE TECHNOLOGY TAKING OVER, DESIRE FOR IN-PERSON INTERACTION GOING EXTINCT.

66% OF SHOPPERS PREFER SELF-SERVICE TECHNOLOGY OVER INTERACTING WITH THE RETAIL SALES ASSOCIATE.

What technology do consumers prefer?

SELF-CHECKOUT TECHNOLOGY REIGNS MOST POPULAR WITH SHOPPERS.

53% PREFER SELF-CHECKOUT
23% PREFER DIGITAL KIOSKS FOR PRODUCT INFORMATION AND SCANNERS THAT ENABLE PRICE CHECKS

Did you know?

SELF-CHECKOUT IS SO POPULAR THAT 77% OF SHOPPERS WOULD BE COMFORTABLE IN A RETAIL SETTING WHERE ONLY SELF-CHECKOUT TECHNOLOGY WAS OFFERED!

GET READY

The Next Wave of Delivery Options

60% OF SHOPPERS ARE COMFORTABLE WITH NEW SHIPMENT METHODS OFFERED BY RETAILERS IF IT SAVES THEM TIME.

33% PREFER IN-HOME DELIVERY
29% DRONES OKAY
28% AUTONOMOUS VEHICLES

Keeping pace in the digital era is both a challenge and an opportunity

LEARN MORE ABOUT OUR INTEGRATED RETAIL MOBILITY MANAGEMENT SOLUTIONS AT: WWW.SOTI.NET/INDUSTRIES/RETAIL

SURVEY METHODOLOGY: SOTI SURVEYED 565 CONSUMERS IN THE U.S. RANGING FROM 18-60 YEARS OLD. THE SURVEY WAS CONDUCTED DURING DECEMBER 2017 VIA SURVEY MONKEY.

2/3 SHOPPERS ARE MORE LIKELY TO SHOP AT A STORE THAT INTEGRATES TECHNOLOGY INTO THE SHOPPING EXPERIENCE.

FASTER IS BETTER

FASTER SHOPPING EXPERIENCE

75% OF SHOPPERS PREFER RETAILERS WITH MOBILE TECHNOLOGY BECAUSE IT SPEEDS UP SHOPPING EXPERIENCE.

STAYING CONNECTED

MORE THAN 75% OF SHOPPERS THINK SALES ASSOCIATES EQUIPPED WITH TECHNOLOGY IMPROVE THEIR SHOPPING EXPERIENCE.

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