

# Retail in The Digital World

*Connecting Shoppers, Associates and Experiences*

Derek Dykens | May 30<sup>th</sup>, 2019

# der·ek dy·kens

*noun - 6ft 5in / blue eyes / middle child*

*origin - Battle Creek, Michigan (Dutch, German and Irish decent)*

Travel addict. Passionate millennial. Cocktail enthusiast.  
Tech geek.

Cisco Business Development Manager based in  
Miami Beach, FL.

2 years with Lexmark International. 4 years with Target Corp.  
Michigan Tech University graduate.

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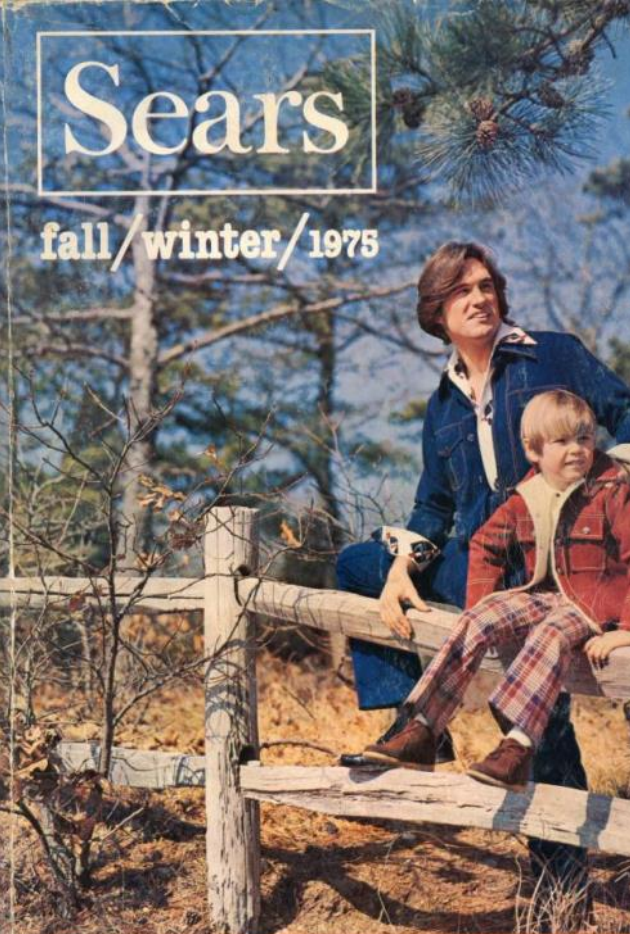




The Internet of Everything  
Is Transforming Retail

# Sears

fall/winter/1975



Boy's Wear and the Rush Coordinates sold on pages 292-293 / Men's Wear and the Rush sold on pages 320-321

INDEX BEGINS ON PAGE 647

SEARS, ROEBUCK AND CO.

Satisfaction Guaranteed or Your Money Back

YOU CAN ORDER FROM THIS CATALOG THROUGH MARCH 23, 1975

Orders for items listed in this book and re-listed at a different price in our 1976 Spring General will be filled at that new General Catalog price, effective February 13. (For complete information on catalog prices, see page 646)



TO CHECK ON  
ORDER CALL  
1-800-4-A SEARS  
YOUR AGENT WILL





Always on.



Shop anywhere.



Always listening.



Any destination.



Experience Driven.

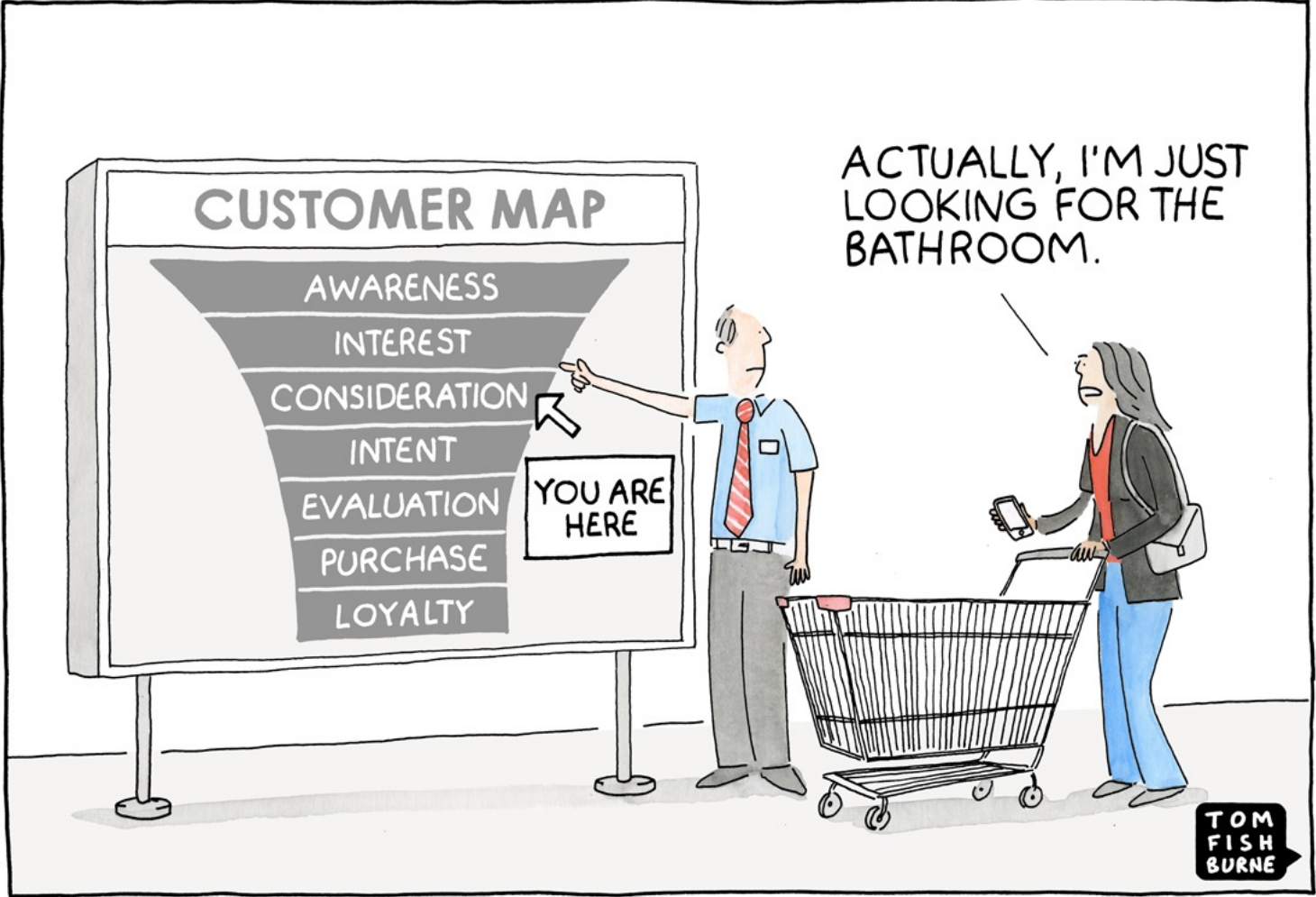


And instantly.



MOST CUSTOMERS DON'T  
WANT TO BE “WOWED”,  
THEY WANT AN  
EFFORTLESS EXPERIENCE.

Matthew Dixon, Bestselling Author



# CUSTOMER MAP

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

PURCHASE

LOYALTY

YOU ARE  
HERE

ACTUALLY, I'M JUST  
LOOKING FOR THE  
BATHROOM.

TOM  
FISH  
BURNE

# A Glimpse at Retail Today

37 views | May 15, 2019, 06:00am

# Instagram Taking On Retail Sales: Will It Work?



Holly Pavlika Forbes Councils  
Forbes Agency Council CommunityVoice

STORE SPACES

# Petco opens its first-ever 'pet food kitchen' – with more to come

BY MARIANNE WILSON

May 10, 2019

BRIEF

# Walmart partners with Kidbox for subscription service

# Amazon Prime's 1-Day Shipping Upends Retail Again

It's every bit as revolutionary as two-day was, even though Amazon's bigger rivals are ready.

Rich Duprey (TMFCop)  
May 13, 2019 at 3:14PM

Subscribe

# More store closings coming: Pier 1 Imports could close up to 145 more stores



Kelly Tyko, USA TODAY Published 12:22 p.m. ET April 18, 2019

So, What Is Working?

Brands tell a story, directly to consumers #DTCsuccess



Storefronts can be anything but retail #learntogether



Loyalty is relevant when done right #staywithme



Shopping becomes beautiful for all #oculus



# Consumer CX Trends for 2019

Store Concepts Continue to Evolve

Personal Data Collected for Consumer Benefit

Chatbots Enable Self-Service Opportunities

Voice + Virtual Reality Reinvents the Experience

Millennials Choose Experiences Over “Stuff”

Consumers Demand Improved Delivery

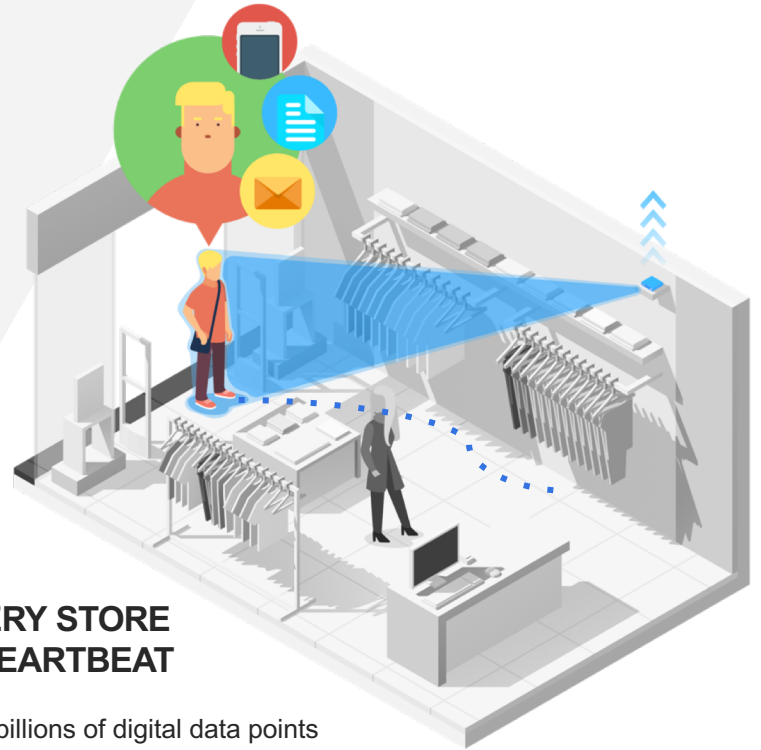
Companies Track Feedback Across Many Platforms



# Retail Digitization

Today in most retail stores, guests (and inventory) are ghosts

- remain completely unknown until checkout
- yet want more self serve options and value



## YET EVERY STORE HAS A HEARTBEAT

made from billions of digital data points left by guests and team members. Are you listening to it? Real-time? Engaging and acting with them? Guiding them to appropriate outcomes like your website does?

# IoT Capabilities *Drive Outcomes*

Wallet Share



Basket Size



Traffic / Frequency



Secure Data



Profitable Growth

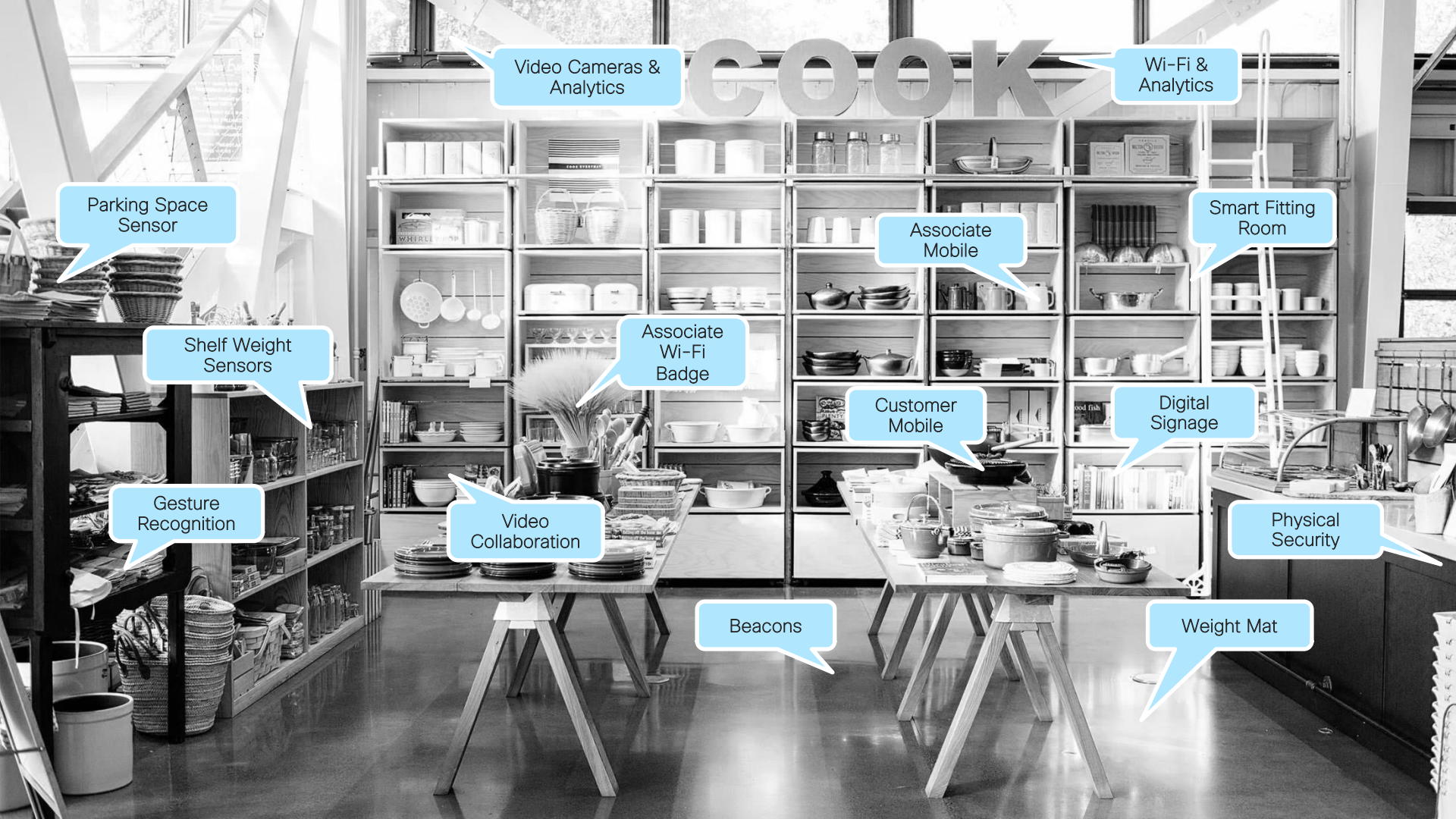


Loyalty



Customer Satisfaction





# COOK

Video Cameras & Analytics

Wi-Fi & Analytics

Parking Space Sensor

Shelf Weight Sensors

Gesture Recognition

Video Collaboration

Associate Wi-Fi Badge

Associate Mobile

Customer Mobile

Beacons

Smart Fitting Room

Digital Signage

Physical Security

Weight Mat

# Where Are We Going Today?



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Where Are We Going Today?



