

# Connected Retail Store Experience

## Offering summary

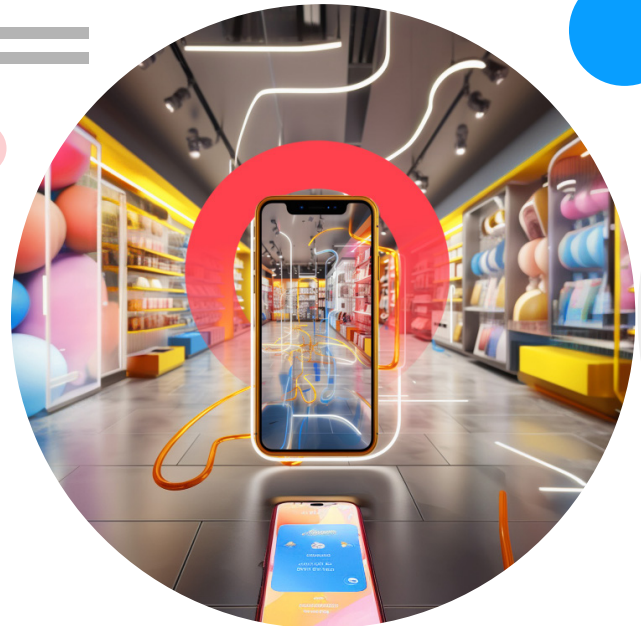
Drive real change in customer behavior by activating cohesive, streamlined customer experiences across your brand's digital and physical channels. Bring the convenience of online shopping and frictionless checkout with valuable in-store benefits like local offers and immediate fulfillment. Create meaningful customer touchpoints, optimizing the physical design of the retail space, merchandising and zone communication strategy and digital experience execution. Our team can help design and implement tools and platforms that enable connected experiences at scale.

## Solving digital transformation challenges

**Customers still prefer to shop in store—while digital remains increasingly important.**

"Omnichannel" has become a common buzzword surrounding customer experience. However, the true meaning of the term has gotten lost in translation over time—with all the focus on digital, businesses have lost focus on the role of in-store experiences for their customers which remain increasingly important. In fact, 72% of U.S. retail sales will still occur in store in 2024, according to Forrester research.

The challenge, however, is that while your online experiences over the years have received noticeable enhancements, your in-store experiences may have not—and your customers will notice. From their experience, brick-and-mortar locations are an essential piece to the holistic brand, not a separate silo, making it more important than ever to make the store experience a compelling, connected part of your customer experience. In fact, your in-store experience should be as effortless and enjoyable as one would find in a purely digital channel—potentially more so, with the advantage of enhanced sensory experiences and instant gratification.



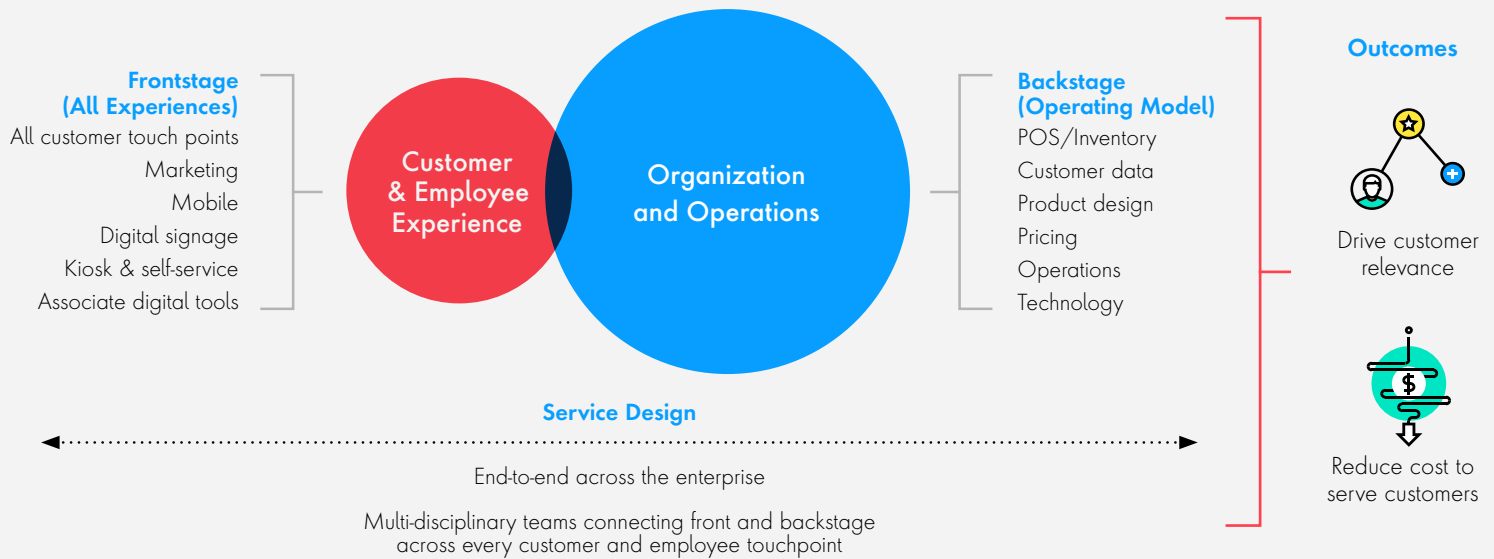
Yet, in every challenge lies an opportunity:

- 1 **Mixed experiences like "buy online, pick up in store" break down too often.**  
→ A successfully implemented and maintained connected retail store experience encompasses both the physical and the digital for an overall frictionless experience.
- 2 **Checkout is a regularly frustrating experience for shoppers and employees.**  
→ Taking a holistic approach enables insight into the entire customer journey, revealing points of friction that need to be reworked and how to solve for them.
- 3 **Organizing around channels, not the customer, leads to disjointed experiences that do not drive authentic loyalty.**  
→ Focusing on the connection between the physical and the digital—and how they work together—elevates shopper experience, driving both greater satisfaction and loyalty.

## Service design describes how service and actors flow through space at scale

Taking a service design-led approach enables us to obtain a holistic view of the front and backstage in a way that is not possible when thinking just about store design. We focus on designing for customer need states, building a zone strategy to support the customer journey, backed by a holistic view of supporting technology.

The net result is a consolidated view of how customers and employees come together in the space with digital affordances to create mutual value together.



## Benefits of Connected Retail Store Experience:

- Frictionless customer experiences
- Increased conversion
- Increased mobile/digital/online ordering
- Top- and bottom-line revenue growth
- Increased employee productivity

## What sets Publicis Sapient apart?

With over 30 years of experience driving breakthroughs in experience and design thinking, our combination of integration capabilities and speed will help you create connected experiences for your customers and drive value for your organization.

- Proven leaders in standing up digitally enabled front-to-back customer experience
- Partner of choice for scaled solutions among global leaders
- Established experts in leading digital business transformation

## Set your experience strategy up for success with Publicis Sapient's full suite of Experience Transformation offerings:

- **Customer Journey Transformation:** Reinvent your customer journey and elevate experience for customers, prospects, employees and partners
- **Salesforce Experience Design:** Connect the experiential and operational requirements essential to successfully implement your digital business transformation and maximize investment
- **Product Design Services:** Design and deliver products that create the utmost value for your customers and deliver on brand promises
- **Design Systems:** Construct a central source of truth for your brand's digital language to accelerate your product ecosystem

## How we've made an impact:



### GLOBAL QUICK-SERVE RESTAURANT LEADER

#### The imperative for change:

Drive-thru percentage represented to over 50 percent of the company's global revenue and made any other journey or value proposition more critical or demanding to modernize for customers and crews.

An improved solution became imperative when testing digital coupons in the drive-thru determined that service times slipped by as much as 30 seconds per car—which could result in catastrophic revenue implications at scale.

#### The transformative solution:

- Exhaustive redesign of the drive-thru service—focusing on the intersection between the physical flow of the drive-thru, customer experience on the mobile app while in the car, the role of the digital menu board as a key contributor to experience and the POS and crew experience in applying coupons and offers
- Provided the groundwork for the integration of new digital capabilities to identify, personalize and integrate loyalty and mobile payment



#### The business impact:

**Delivered the solution with pilots in the market performing above initial objectives. This foundational work allowed the company to push toward the launch of its first national loyalty program.**

- Digital sales topped \$6 billion in its top six markets representing roughly one-third of systemwide sales for these segments combined during the period
- This mobile application is currently the number one most downloaded and rated food app



### MAJOR AUTOMOBILE COMPANY DEALERSHIPS

#### The imperative for change:

With ever-increasing automotive customer expectations, the auto dealership company faced the challenge of representing its entire model range through both physical and digital boutique dealerships. The challenge: how to use virtual technology throughout while offering personal advice and service.

#### The transformative solution:

- Designed and implemented entirely digital dealership, where virtual, life-size cars are displayed on massive screens, and prospective buyers use touchscreen panels to change the specifications and build their perfect car from scratch
- Images of virtual, life-size cars are displayed on massive screens, powered by seamless gestural control and one-to-one rendering of the vehicles
- Included private space for more in-depth conversations, combined with tactile sampling tying the digital to the real world
- Real-time pricing, availability and build-to-order shipping time give buyers an entirely new approach to car shopping



#### The business impact:

**The company debuted the first digital, portable automobile showroom in London, which has since launched in major cities including Beijing, Berlin, Istanbul and Paris.**

- 70% rise in unit sales
- 65% purchase without a test drive
- 30% increase in margin per unit
- 90% of new-to-brand customers

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## How we've made an impact (continued):



### LARGEST PHYSICAL RETAILER

#### The imperative for change:

For this large Canadian retailer's Supercenter Concept, one of the most common pain points for customers and retailers alike was the ability to scan items throughout the store and skip the checkout line.

#### The transformative solution:

- Developed solution that integrates with Fast Lane, one of the central features of the retailer's Supercenter Concept, allowing customers to scan items using an app on their mobile phones, process their orders at one of four dedicated checkout lanes and complete the purchases using a credit card on file
- Bridged the gap between the physical and digital experience, bringing the convenience of online shopping and frictionless checkout with valuable in-store benefits like local offers and immediate fulfillment



#### The business impact:

- **20% increase in conversion**
- **98% increase in mobile orders**

For more information, visit [publicissapient.com/solutions/customer-experience-transformation](https://publicissapient.com/solutions/customer-experience-transformation).

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).