

SHOPPER ENGAGEMENT: Entertain and Educate

SNAG THE ATTENTION OF TODAY'S SAVVY OMNICHANNEL SHOPPERS WITH DIGITAL TECHNOLOGY THAT PROVIDES INFORMATIVE AND ENGAGING IN-STORE EXPERIENCES

76%

Shoppers interact with brands or products before arriving at the store ⁽¹⁾

20%

Shoppers using digital while they shop in-store convert at a 20% higher rate ⁽¹⁾

How Likely Shoppers Are to Use Services That Rely on Location Information ⁽²⁾

43%

Change messaging on digital signs as shoppers pass by

46%

Show 'welcome' messages on digital signs as shoppers enter stores

60%

Receive messages customized to location

61%

Companies list improved customer experience as the key benefit of digital signage ⁽³⁾

Global retail organizations deploying this technology now ⁽⁵⁾

43%

Interactive kiosks

37%

Endless aisles



"Digital signage that can leverage data from a variety of sources to personalize visual experiences gives organizations a powerful tool to differentiate themselves from their competition." ⁽⁶⁾

— DIGITAL SIGNAGE TODAY



39%

Retailers have or started adding digital devices (signage, magic mirrors, etc.), while 27% will start within two years ⁽⁴⁾

Retailers have customer-facing kiosks for DIY ordering of out-of-stock items ⁽⁷⁾

19%

56%

Retail jobs are expected to have a digital component by 2019 and 86% of retail executives say training their workforce has become more important ⁽¹⁰⁾

DIGITAL DISPLAYS CAPTURE 400%

more views than static displays and provide a 47.7% effective increase in brand awareness ⁽⁸⁾

INTERACTIVE KIOSKS ⁽⁹⁾

- Allow customers to communicate in their native languages
- Help facilitate order taking
- Upsell customers
- Increase the speed of service

Source: 1- Deloitte, "Navigating the New Digital Divide;" 2- RIS News, "Shopper Insight 360: Crossing the Great Consumer Divide;" 3- Digital Signage Today, "Digital Signage Future Trends Report Sets the Stage for 2017;" 4- RIS News, "Fourth Annual Customer Engagement Tech Trends Study;" 5-IDC, "Is Your Network Ready for Digital Transformation?;" 6- Digital Signage Today, "Supporting the Internet of Things;" 7- BRP, "Digital Commerce Survey 2017;" 8- Hughes, "Digital Signage: A Complex Challenge Made Simple with the Right Partner;" 9- Hospitality Technology, "6th Annual Customer Engagement Technology Study: Targeting Experience;" 10 - Accenture, "People First in Digital Retail: Accenture Technology Vision for Retail 2016"

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IN-STORE TECHNOLOGY: SIMPLICITY IS THE ULTIMATE SOPHISTICATION

How retailers can leverage innovative technology to elevate customer engagement



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Q Shoppers today are very educated before they enter the store. How can digital signage in the store help create unique customer engagement that extends the shopping journey from online to the physical sale? Store operations staff are often measured by improvements in same store performance

year over year – and increasing revenue is the most visible measurement. Digital signage, in all its many forms, captures more than 400% more views than static, printed signage as well as generates 34% more in-store traffic. But why? When shoppers enter a physical store, they often used some form of a screen (e.g. smartphone, computer, etc.) and have done their research. But, what happens when they can't find it in your store? Or what happens if they miss out on a sale or an accompanying item? They will have a negative brand perception, and be less likely to return and certainly less likely to share their experience. Digital signage, which includes promotional signage, menu boards, and interactive kiosks provides a more immersive experience, bringing everyday products to life, leading to higher engagement and satisfaction – leading to repeat business and more in-store traffic.

Q How can retail brands use the breadth of simplicity through the use of smart TVs and how do these require less infrastructure for the retailer?

In the era of tightening margins across retail and hospitality, or in other words, doing more with less, digital signage providers have worked to simplify digital signage. This includes leveraging on-board operating systems present on modern-day SmartTVs to run world-class digital signage. Retailers can ditch traditional digital signage players and/or PCs that have to be hidden behind the screen or in a closet – and move to just the screen as the digital signage solution – enabling retailers to hang digital signage virtually anywhere. Additionally, smart digital signage delivers additional business value through increased energy efficiency, lower total cost of ownership, and reduced costs associated with installation, maintenance, and daily operations. Finally, a few smart digital signage providers are enabling retailers to provide real-time training through integrated VideoOnDemand.

Q How are digital displays in the breakroom providing employee engagement that leads to better shopper engagement?

Retail suffers one of the highest employee turnover rates, often surpassing 60%. Beyond the costs associated with replacing employees, keeping top talent requires better engagement, which

in turn builds culture and loyalty. So, how can retailers leverage digital signage in the breakroom to drive engagement? The answer is simple. Communication, recognition, and growth. When everyday employees receive regular communication from company executives, they become more loyal to the brand. When they are recognized by their peers, they routinely elevate their performance. When they are “in the know,” they can provide better information to customers to in turn enhance their experience.

Q Can you give me an example of a retail store that utilizes interactive kiosks and how they have succeeded at training employees on using it?

Total Wine & More (TW&M) learned early on that good marketing shouldn't try to outsmart consumers in an effort to get them to buy. Instead, TW&M invests in educating employees about their countless product choices, which in turn builds loyalty. As part of this, TW&M has classrooms equipped with digital signage that ensure Total Wine & More employees are knowledgeable experts on products as well as in-store technology. In these classrooms, TW&M teaches employees how to leverage the kiosk to augment and enhance the shopping experience. The results are shown through better prepared associates helping customers make better informed decisions – leading to higher satisfaction, loyalty, and brand growth.

Hughes delivers a full suite of managed digital media and video distribution solutions designed to help your business better engage your customers and your employees on the front lines. The Hughes digital media team is a service and solution development division of Hughes Network Systems. Hughes is a global provider of innovative, cloud-enabled network and digital media solutions tailored to the unique needs of distributed retail enterprises. Hughes enables your entire organization to communicate more efficiently, more frequently, and more cost-effectively than ever before.

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