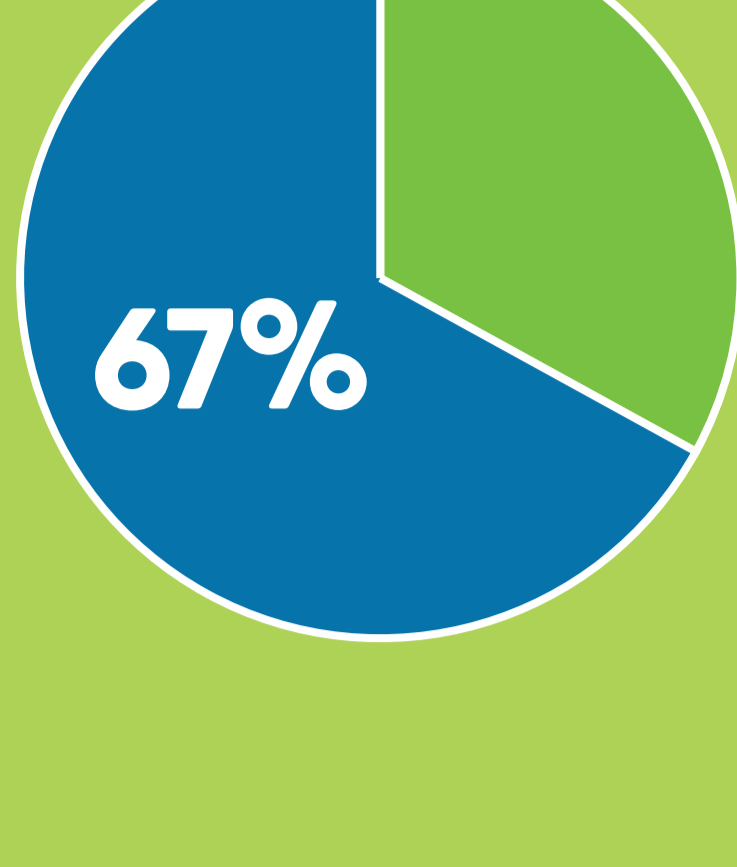


The CONNECTED Retail Experience

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

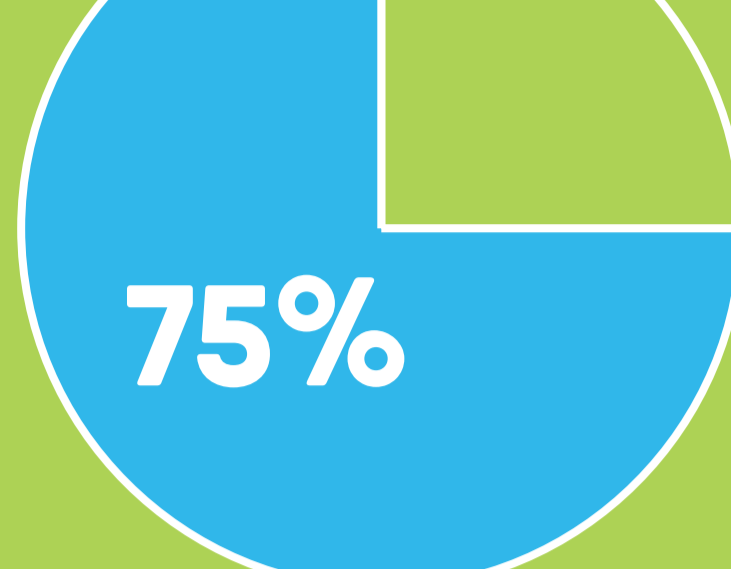
#1 CONSUMER PRIORITY = SAVING TIME



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

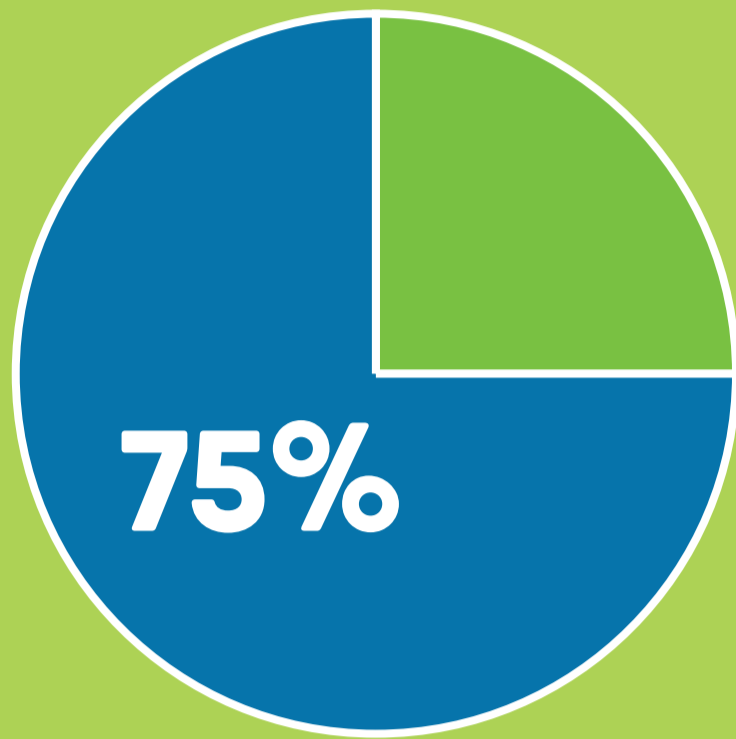
FASTER IS BETTER

75% OF SHOPPERS THINK RETAILERS WITH MOBILE TECHNOLOGY ENABLE A FASTER SHOPPING EXPERIENCE.



75%

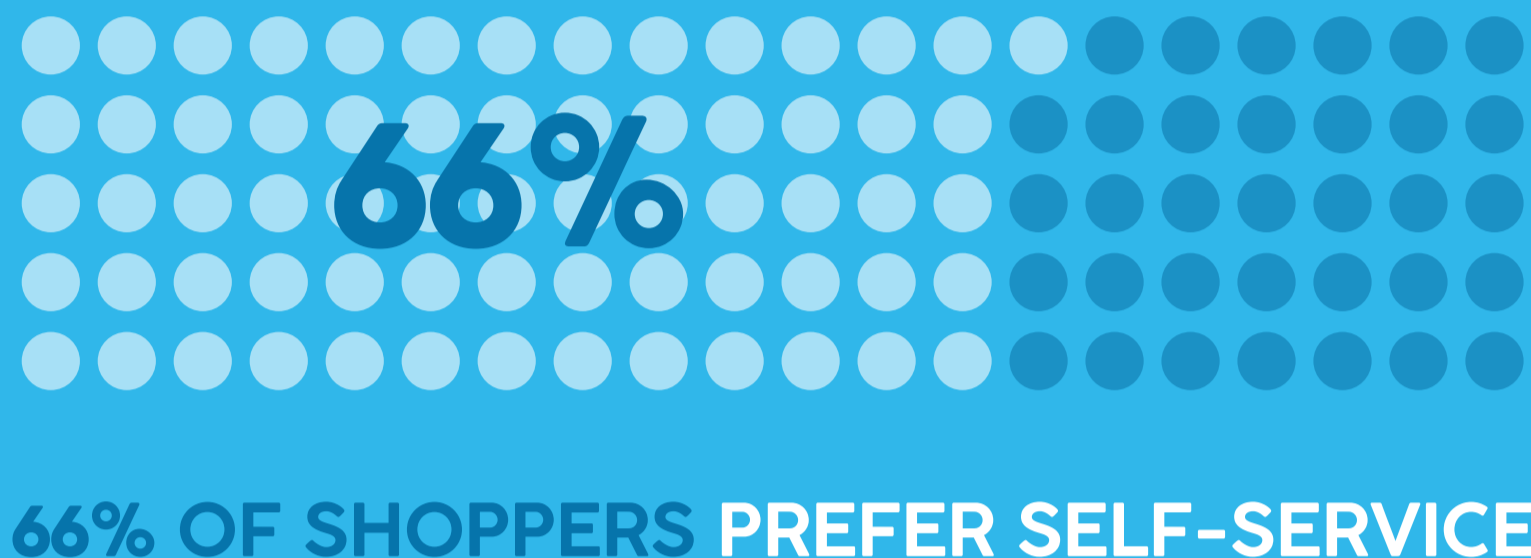
75% OF SHOPPERS THINK THAT SALES ASSOCIATES EQUIPPED WITH TECHNOLOGY IMPROVE THEIR SHOPPING EXPERIENCE.



75%

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

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.



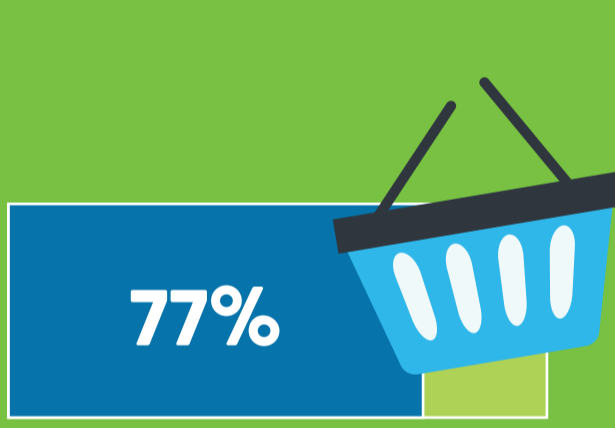
53% PREFER SELF-CHECKOUT



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

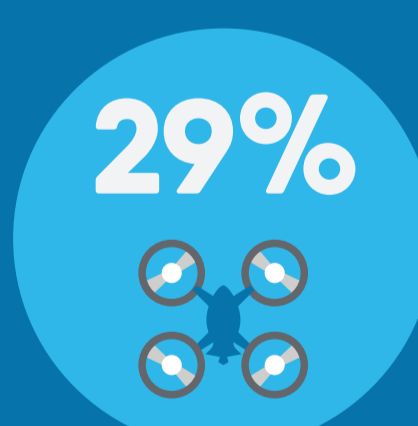
The Next Wave of Delivery Options



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



33% PREFER IN-HOME DELIVERY METHODS



29% COMFORTABLE WITH DRONES



28% OKAY WITH AUTONOMOUS VEHICLES

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

TECHNOLOGY CONTINUES TO CHANGE THE RETAIL LANDSCAPE AT BREAKNECK SPEEDS, MODERNIZING THE CONSUMER SHOPPING EXPERIENCE. MANAGING ALL OF THESE NEW TECHNOLOGIES MAKES IT MORE IMPORTANT THAN EVER FOR RETAILERS TO DEPLOY AN INTEGRATED MOBILITY MANAGEMENT SOLUTION FOR THEIR BUSINESS-CRITICAL OPERATIONS. ENSURE YOUR INSTORE TECHNOLOGY WORKS PROPERLY AND KEEPS SHOPPERS ENGAGED. THERE IS NOTHING MORE DISAPPOINTING TO A SHOPPER THAN A KIOSK THAT DOESN'T WORK OR A BARCODE THAT DOESN'T SCAN. DON'T BE LEFT BEHIND.

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



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.

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