

Making the Digital Connection: Why Physical Retail Stores Need a Reboot



What's Wrong with Retail Stores?



40% of consumers consider shopping in stores as a chore



32% would rather clean dishes than go to a store

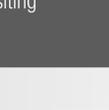
48%

of brands in our survey were given **Negative NPS** by consumers (Average Negative NPS of -23)

59%

of consumers are willing to **buy from large Internet players**, such as Google Express/ Apple/ Facebook in future

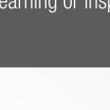
Consumer Expectation from Stores is On the Rise



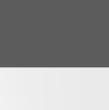
75% of consumers want to check availability of product in stores before visiting



73% of consumers want same-day delivery options from the store



57% of consumers want retail stores to evolve to social spaces or provide learning or inspiration



Consumers Expect a Similar User Experience from Physical Stores as They Find Online

Self-Driven Carts and Augmented Reality – Consumer Wants are also Going Tech Savvy

Digital Technologies that Consumers Find Most Useful

Grocery
57%

Self-driven/ Automatic shopping carts which take you to items on your shopping list

Electronics
73%

Ability to go to the store for **maintenance/ repairs after purchase**

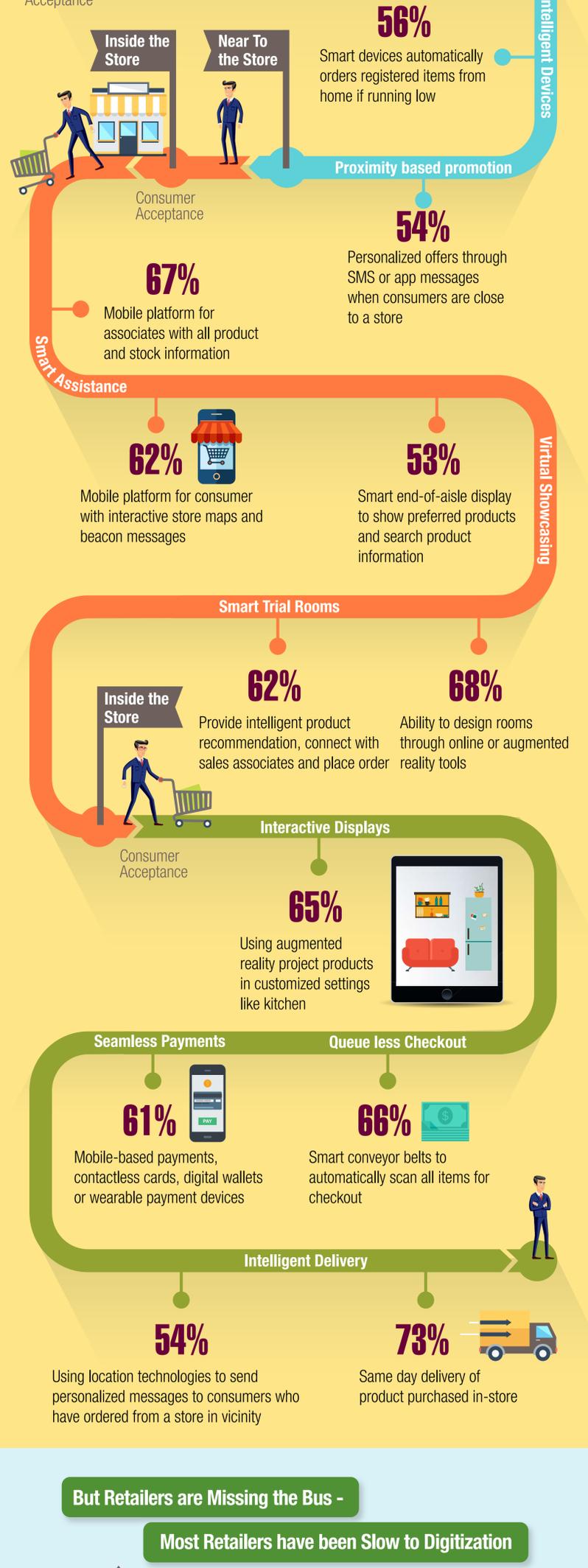
Fashion
63%

Smart mirrors to virtually see the clothing products without actually trying them on

Home improvement
68%

Ability to design rooms (for example kitchens) through online or augmented reality tools which shows what your kitchen will look like with the new upgrades based on your actual house settings

Consumers are Clear on the Technologies they Like



But Retailers are Missing the Bus -

Most Retailers have been Slow to Digitization



How Should Retailers Respond?

- Mesh the convenience of website/app into a physical store
- Make the store visit a social and inspiring experience
- Empower store associates with digital tools
- Transform store through digital operations

Reach out: Interested in reading the full report?
 Head to: <https://www.capgemini-consulting.com/resources/making-the-digital-connection>
 Slideshare: <https://www.slideshare.net/capgemini/making-the-digital-connection-why-physical-retail-stores-need-a-reboot/>
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