

# 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

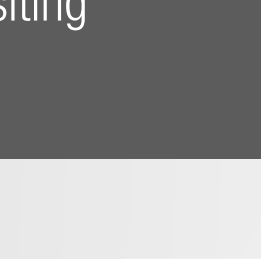


of brands in our survey were given **Negative NPS** by consumers (Average Negative NPS of -23)



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

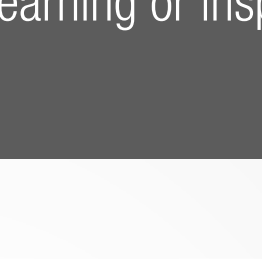
## Consumer Expectation from Stores is On the Rise



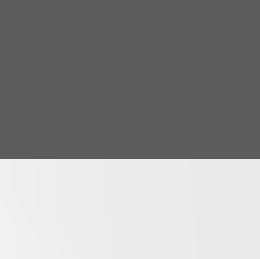
**75%** of consumers want to check availability of product in stores before visiting



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



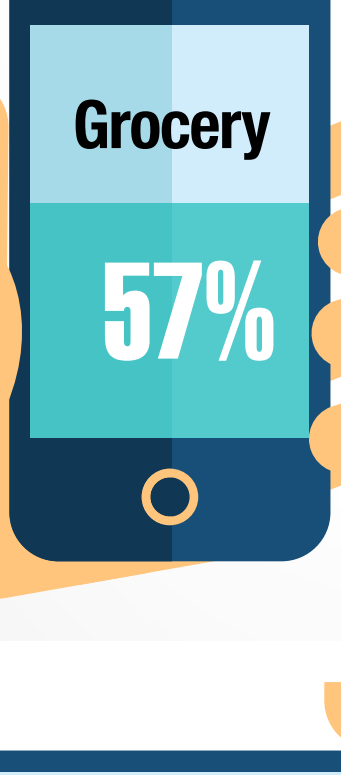
**57%** of consumers want retail stores to evolve to social spaces or provide learning or inspiration



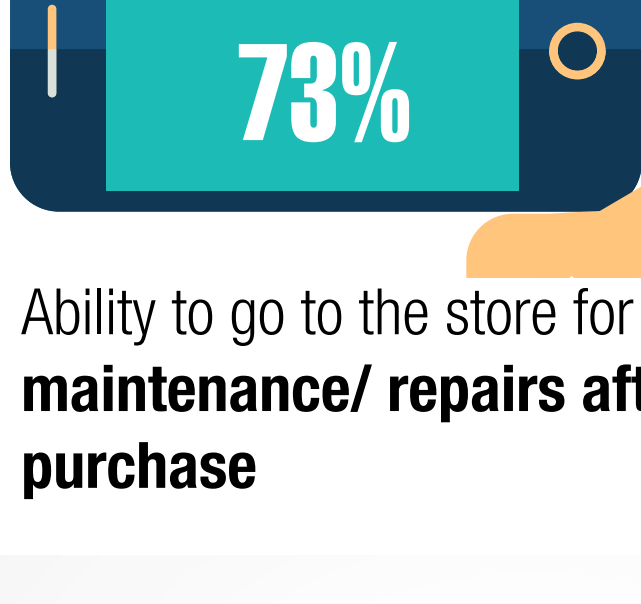
Consumers Expect a Similar User Experience from Physical Stores as They Find Online

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

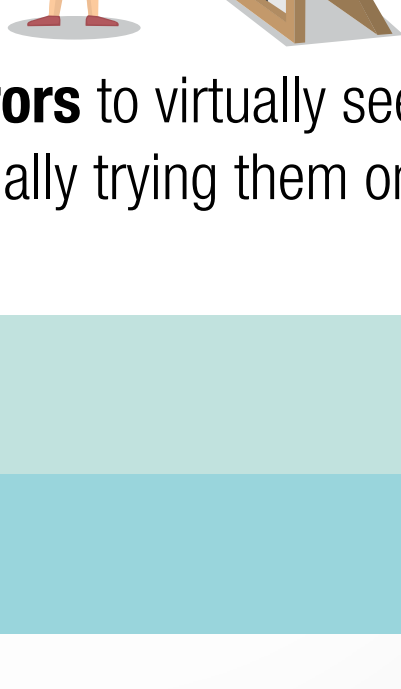
### Digital Technologies that Consumers Find Most Useful



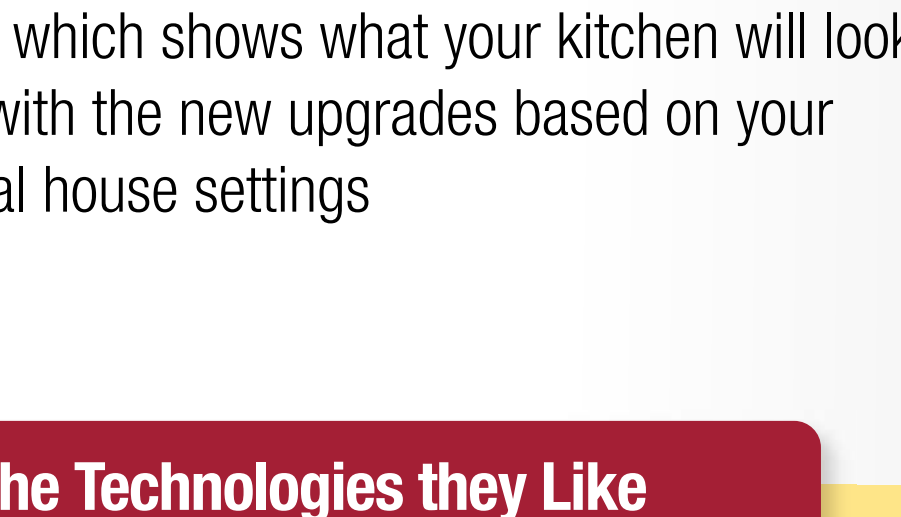
**Self-driven/ Automatic shopping carts** which take you to items on your shopping list



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

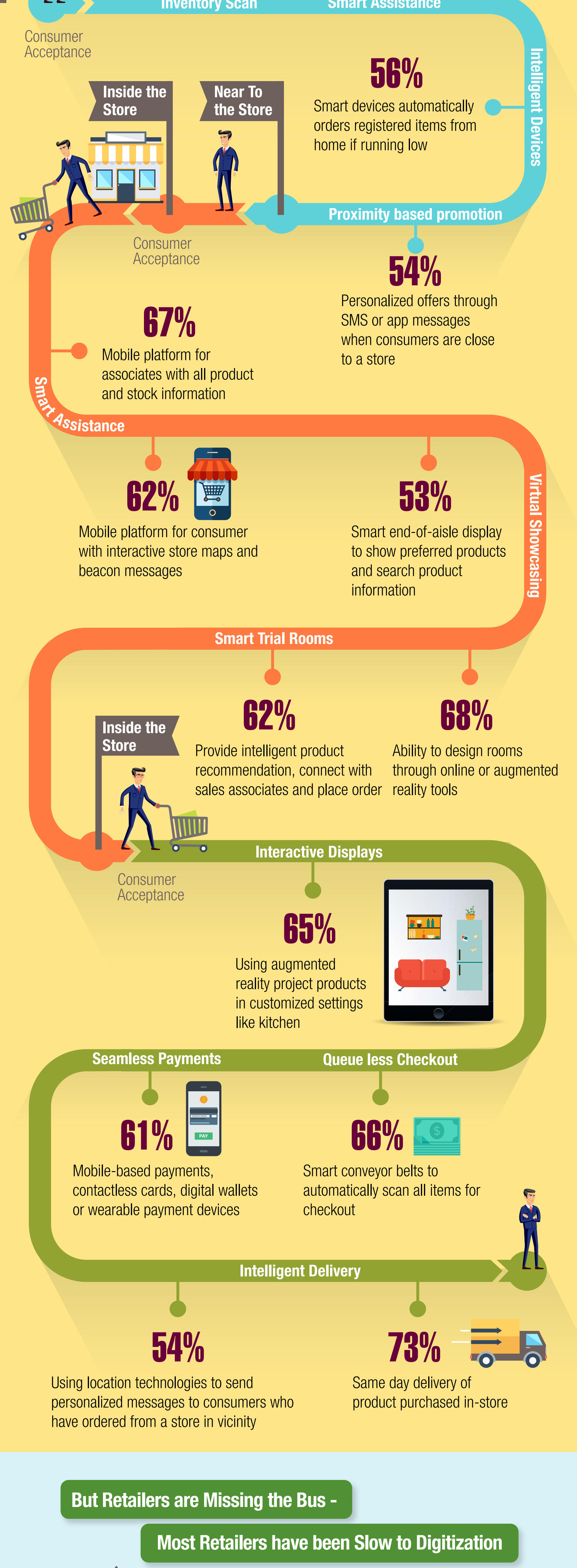


**Smart mirrors** to virtually see the clothing products without actually trying them on



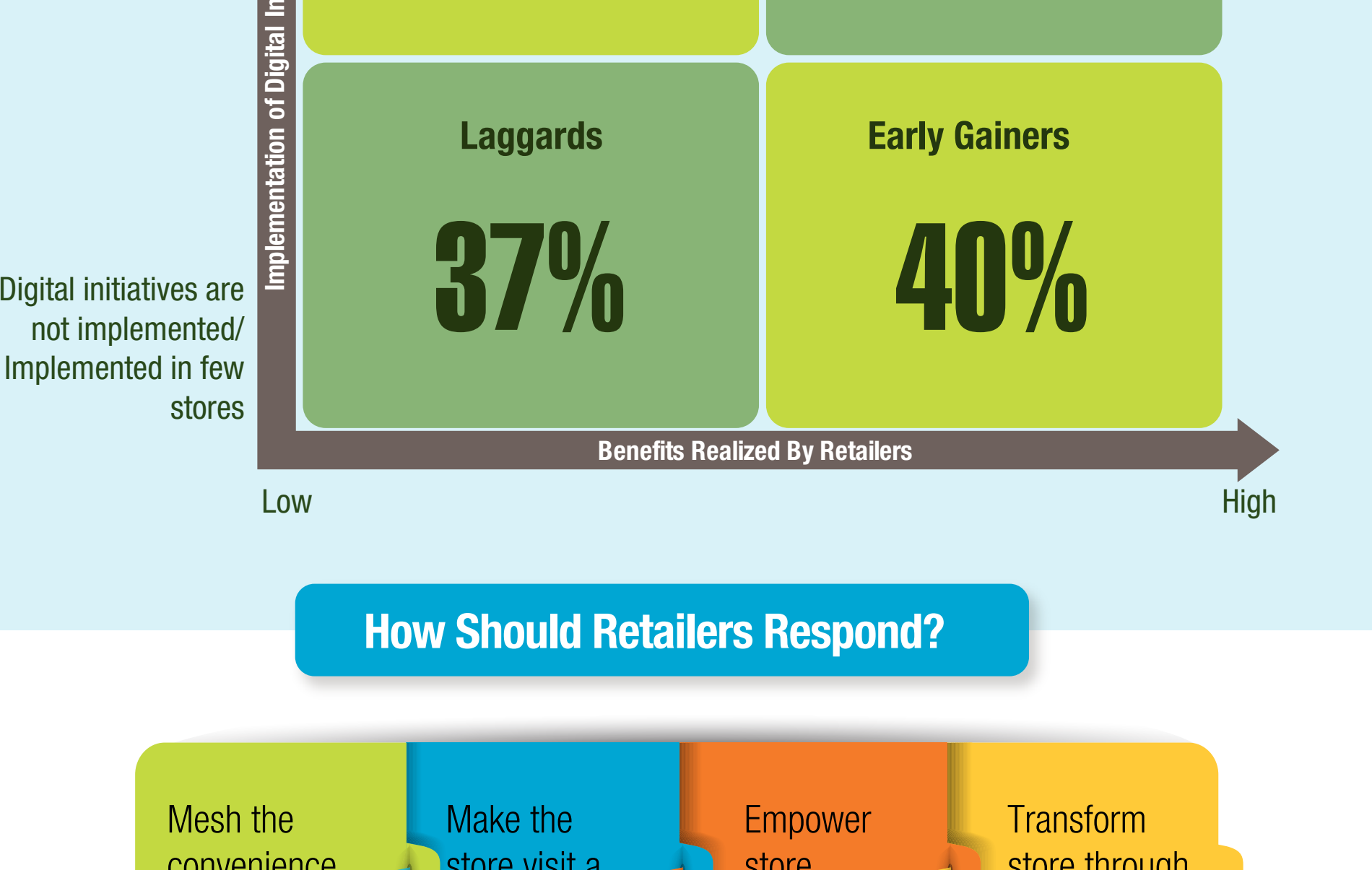
**Ability to design rooms** (for example kitchens) through online or augmented reality tools which shows what your kitchen will look like with the new upgrades based on your actual house settings

## 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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