



#mCommShop

December 15, 2011

Mobilizing The Store

Game-Changing Trends For 2012

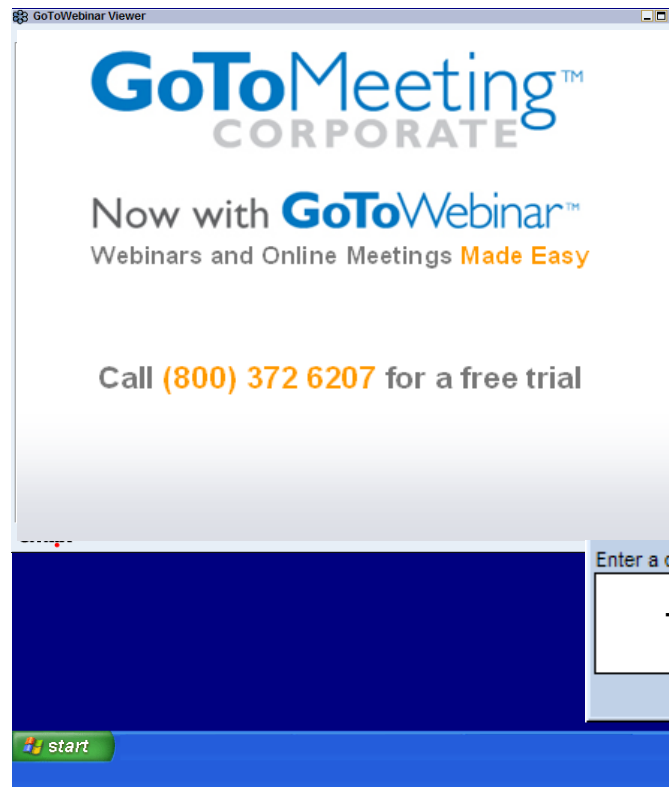
retail
TouchPoints
STRATEGIES TO OPTIMIZE EVERY CUSTOMER INTERACTION

AisleBuyer

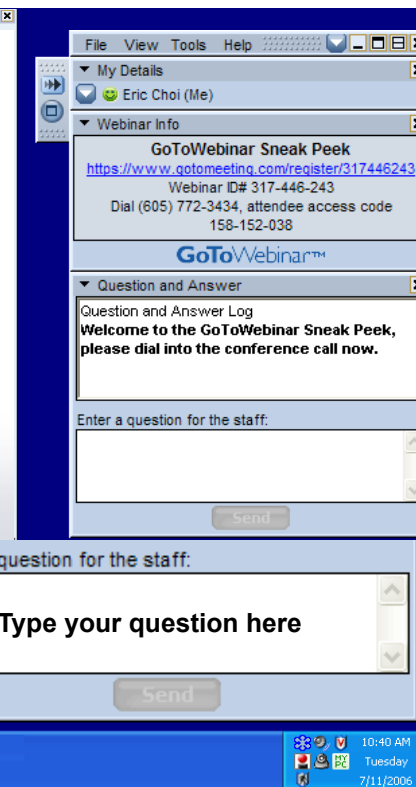
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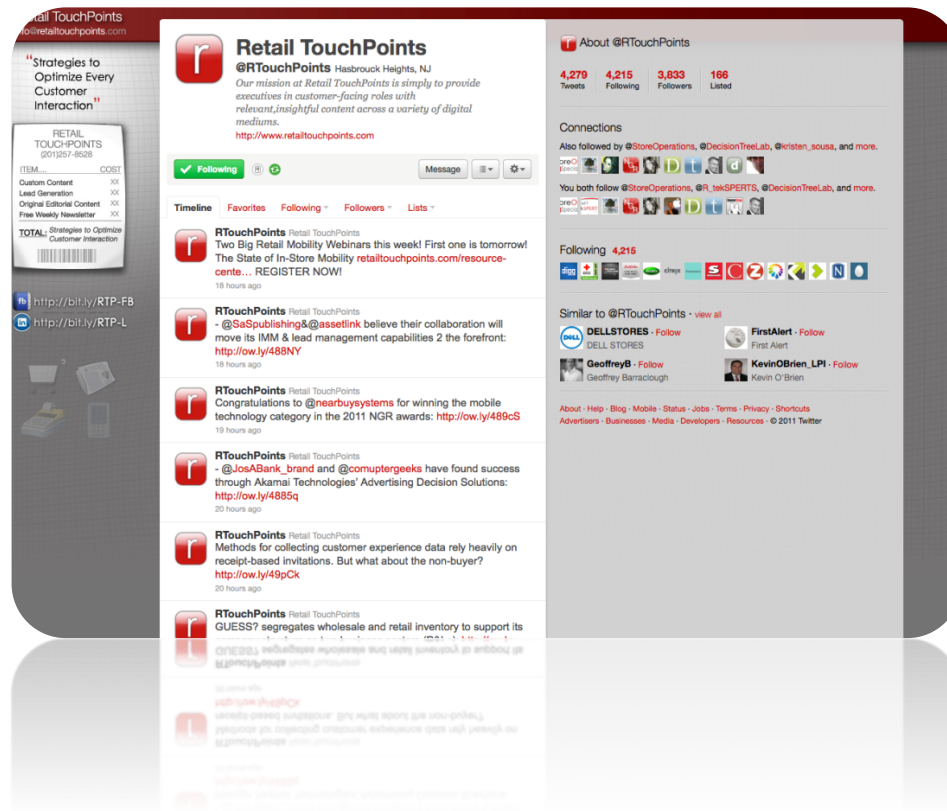


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About Retail TouchPoints

- ✓ Launched in 2007
- ✓ Over 20,000 subscribers
- ✓ To provide executives with relevant, insightful content across a variety of digital medium

Free subscription to our weekly newsletter:
www.retailtouchpoints.com/signup

The screenshot shows the Retail TouchPoints website homepage. The header features the logo and tagline "STRATEGIES TO OPTIMIZE EVERY CUSTOMER INTERACTION". A navigation bar includes links for Home, Subscribe, Events, Community, Resource Center, Request Media Kit, About Us, and Contact Us. The main content area is divided into several sections: a "Topics" sidebar with categories like Store Operations and Retail CRM; a featured article titled "Adidas Soccer, Golfsmith Tap SortPrice For Selling Via Facebook Store" with a sub-headline "Cross-Channel Strategies"; a "Solution Spotlight" box for "Retailelligence Leverages Location-Based Technology To Connect Mobile Shoppers..."; a "White Papers" section with links to various reports; a "Shopper Engagement" section with a sub-headline "Microsoft Tag Makes Inroads At More Than 53,000 Stores"; and a "Customer Engagement" section for a "Facebook Customer Engagement" event in San Francisco. The footer includes the Retail TouchPoints logo and the AisleBuyer logo.

Panelists



Scott Todaro
VP, Marketing
AisleBuyer

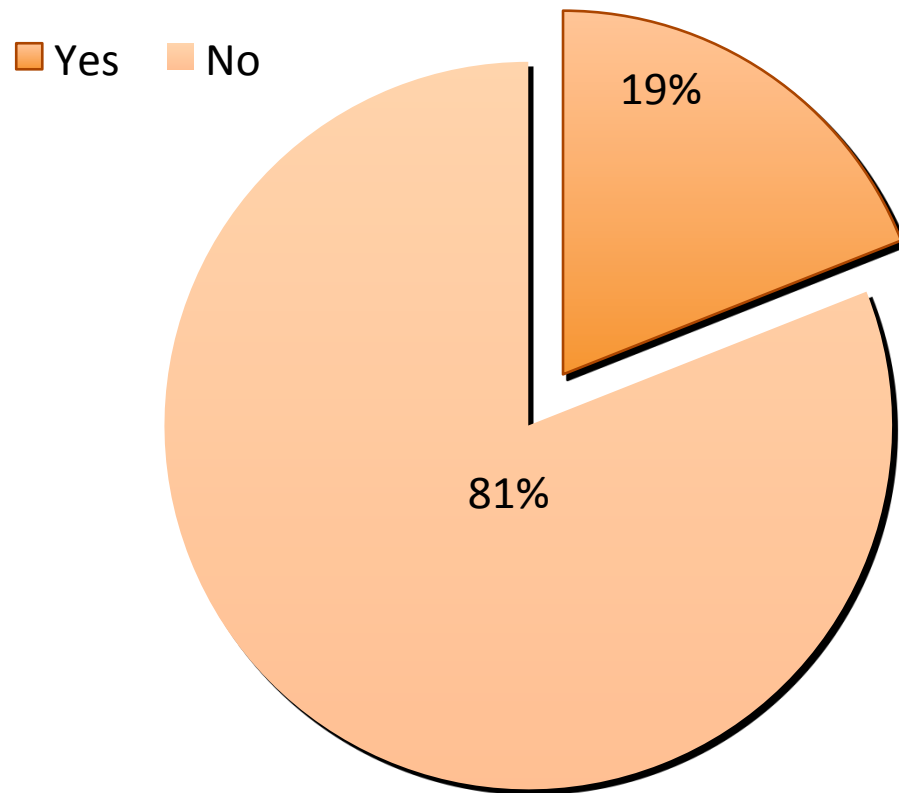


Andrew Gaffney
Publisher
Retail TouchPoints

POLL

Do you have a mobile app that connects consumers to your e-Commerce site?

Do you have a mobile app that connects consumers to your e-Commerce site?



Do you have a mobile app that connects consumers to your e-Commerce site?

19%

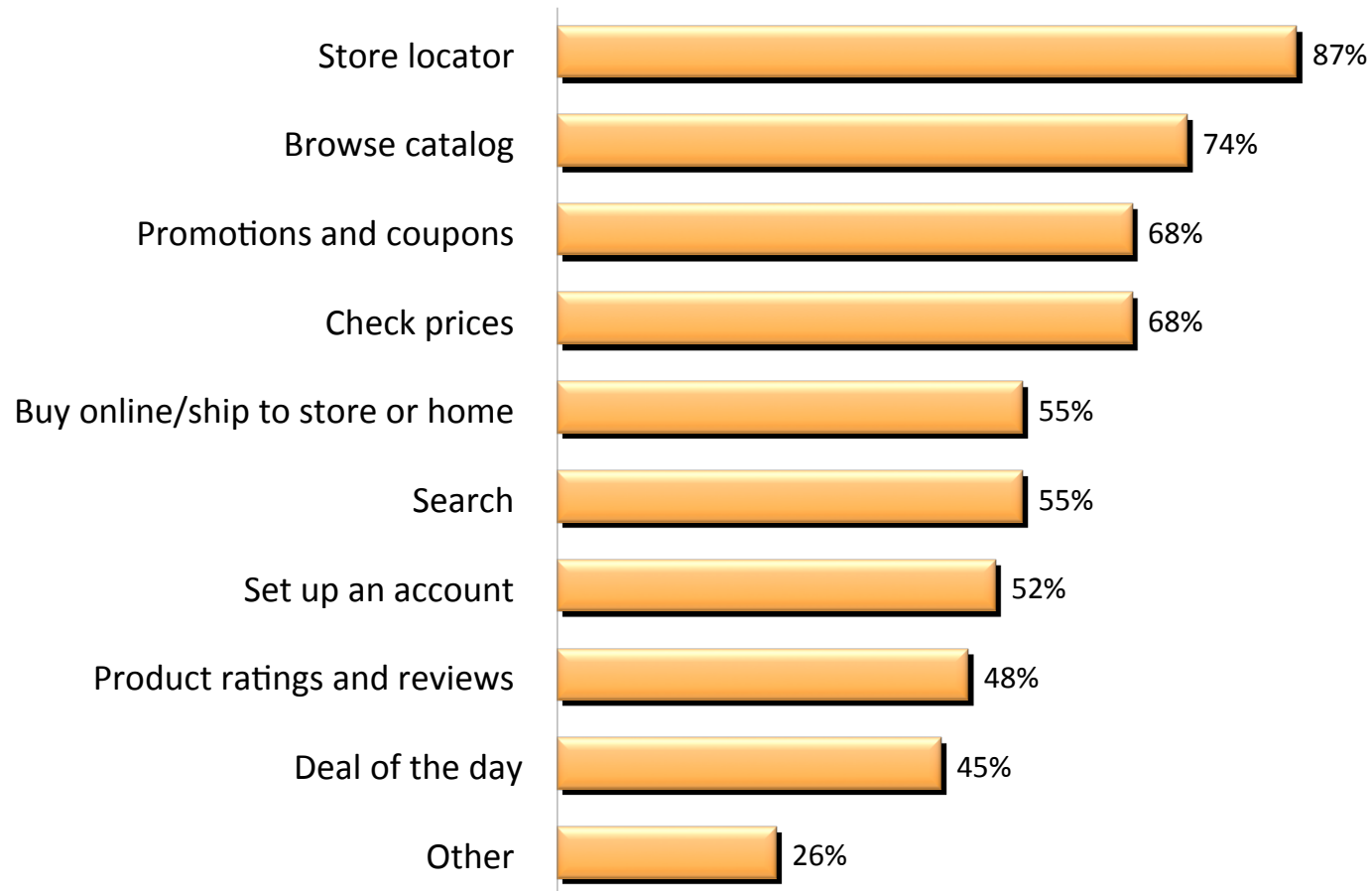
Revenue of \$100 Million plus



25%

Revenue of \$500 Million plus

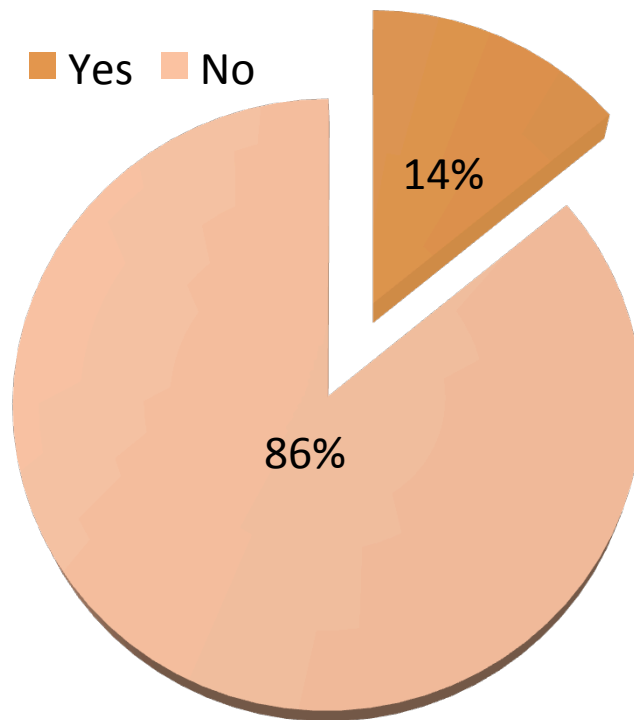
If "yes," what type of e-Commerce functionality do you offer in your app? *(Check all that apply)*



POLL

Do you have an app that is intended for in-store use?

Do you have an app that is intended for in-store use?



Do you have an app that is intended for in-store use?

14%

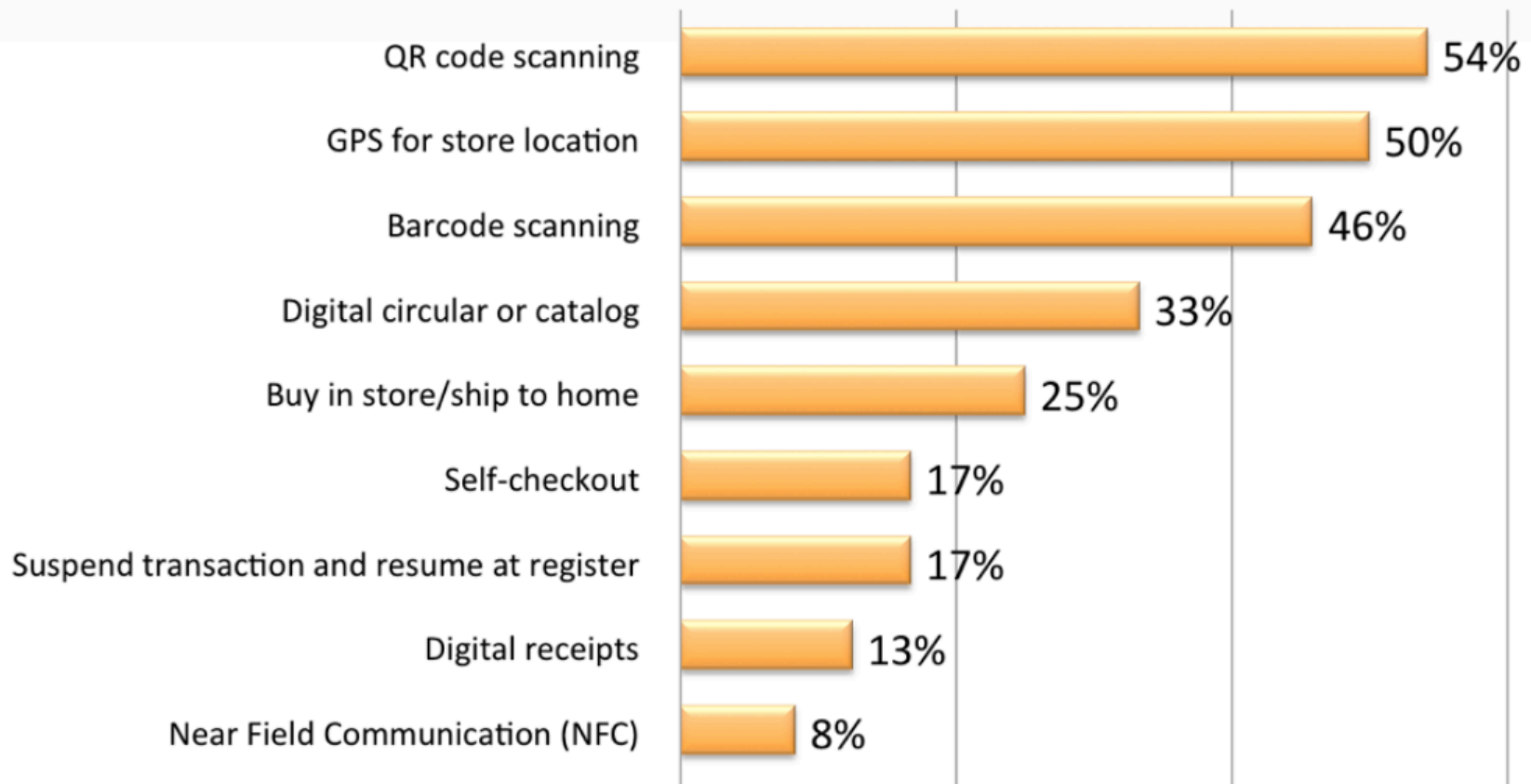
Revenue of \$100 Million plus



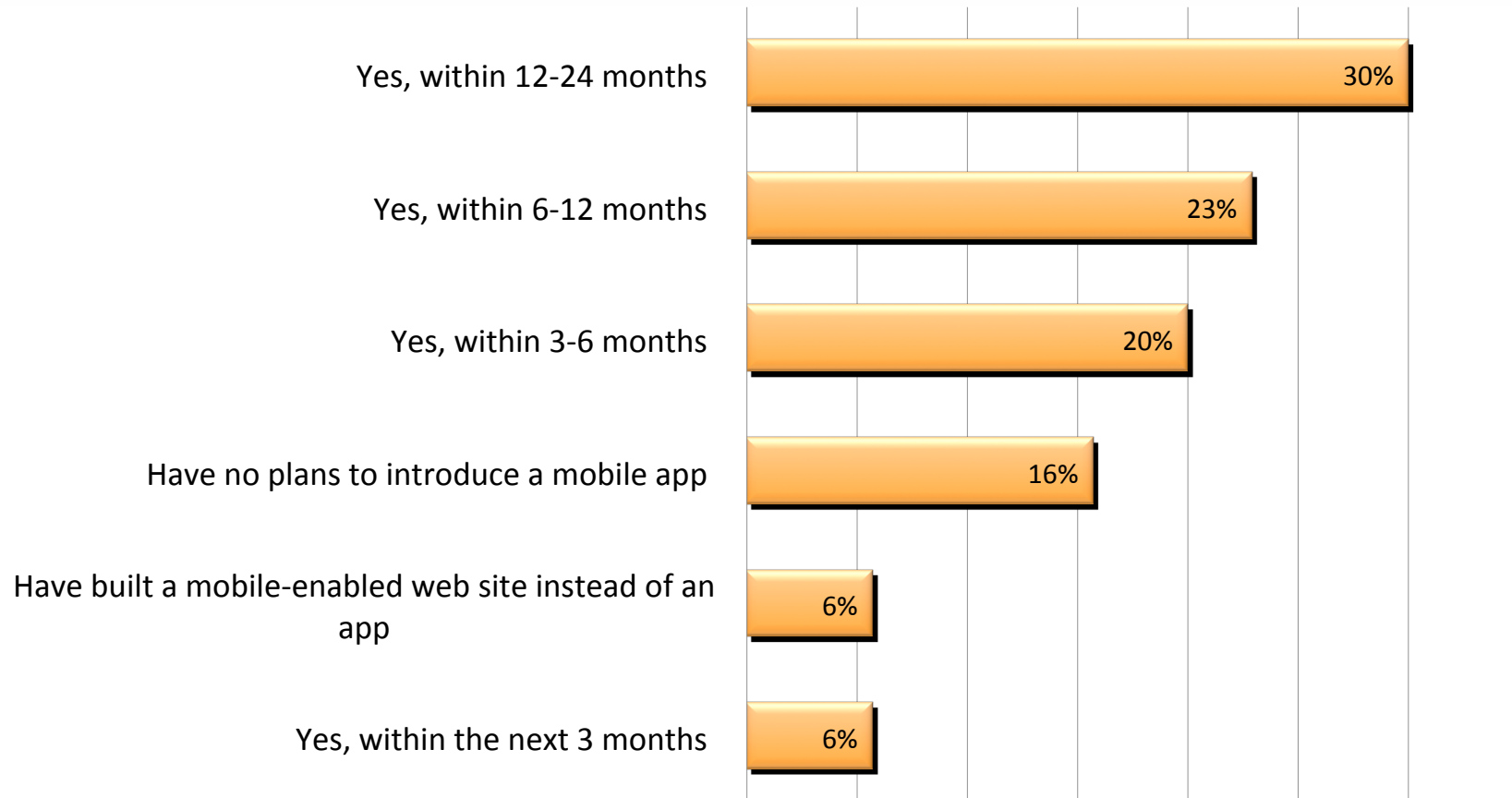
18%

Revenue of \$500 Million plus

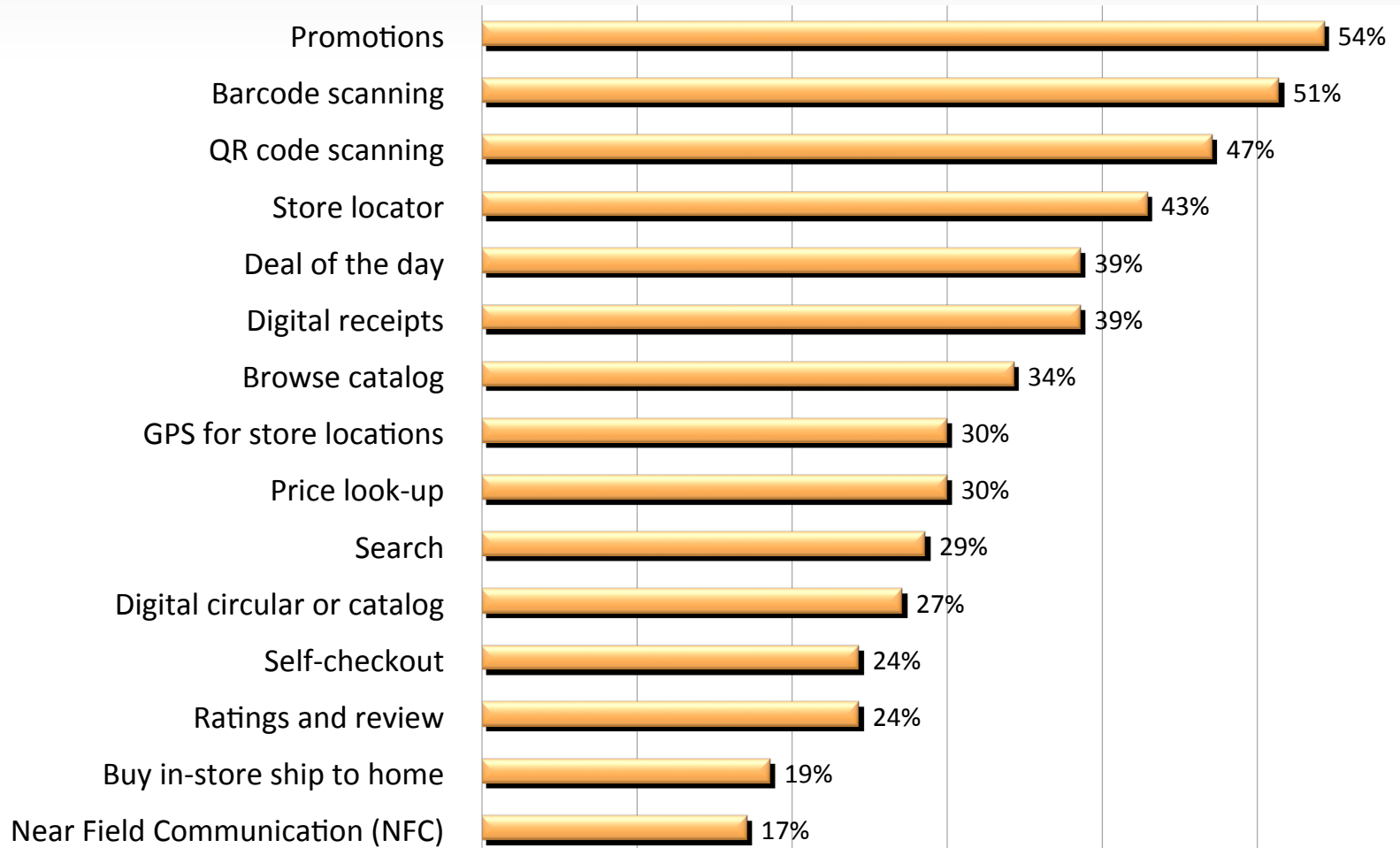
What functionality does your mobile app currently offer for use in your retail store? *(Check all that apply)*



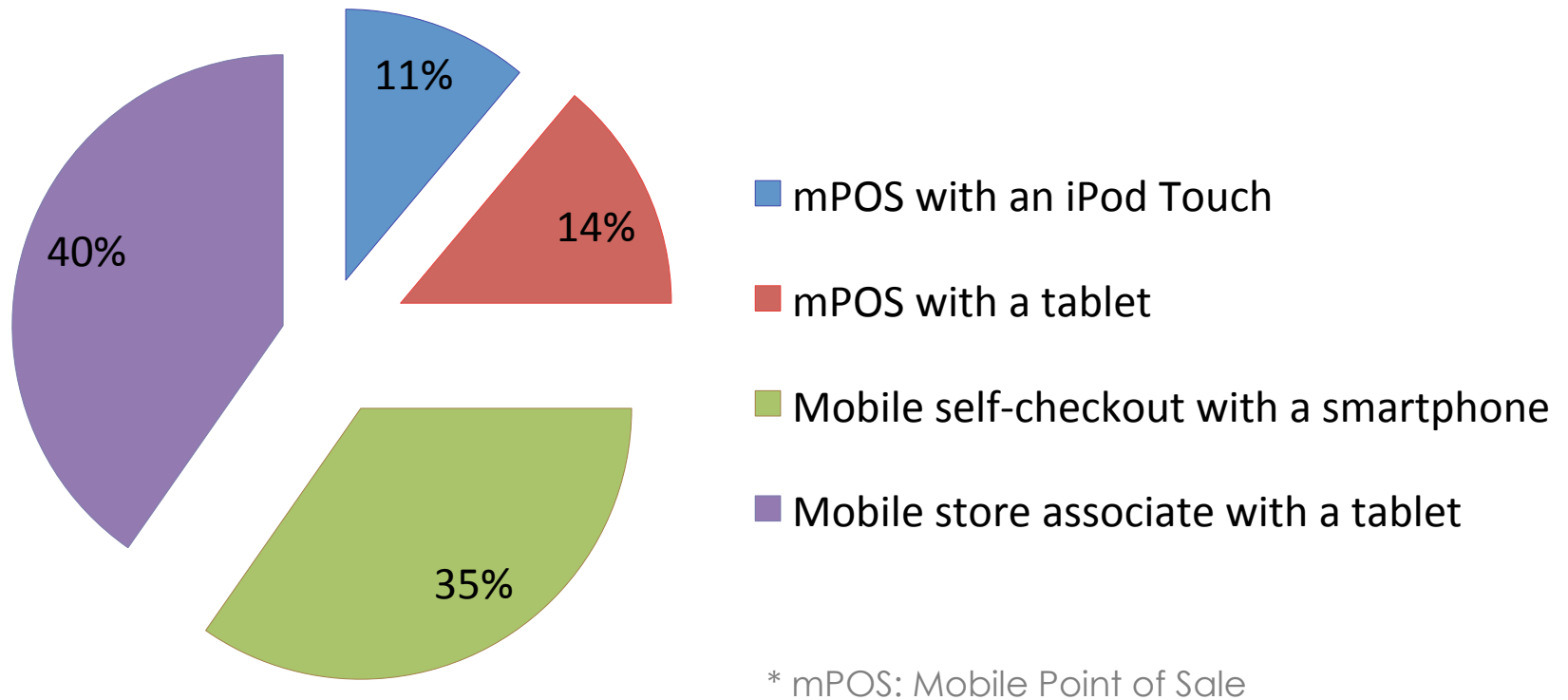
Do you plan to introduce a mobile app for use in your retail store? *(Check all that apply)*



What mobile functionality are you looking to offer customers for use in your retail stores? *(Check all that apply)*



Which of these technologies is most important to the way you interact with customers?



Which of the following mobile customer transaction touch points have you implemented, or considered implementing, in your stores?

	Already deployed	Piloting	Planning to pilot in the next 12 months	On radar for the next 12-24 months	No plans to implement
Mobile store associate with a tablet	5.6%	18.1%	23.6%	26.4%	26.4%
mPOS with a table	0.0%	9.7%	25.0%	27.8%	37.5%
mPOS with an iPod Touch	2.8%	9.7%	18.1%	27.8%	41.7%
Mobile self-checkout with a smartphone	2.8%	5.6%	20.8%	37.5%	33.3%

Agenda



Quick Introduction

Industry Examples

Building Your Strategy

AisleBuyer

AisleBuyer: Mobilizing the Store

Combines the best of e-Commerce, mCommerce & in-store into one solution

AB Mobile Solution Offers:

- e-Commerce, kiosk, & POS functionality delivered through mobile devices
- A mobile commerce platform that unifies apps and data for true multi-channel retailing
- The ultimate line busting technology with customer self – checkout and store associate checkout anywhere in the store



AisleBuyer

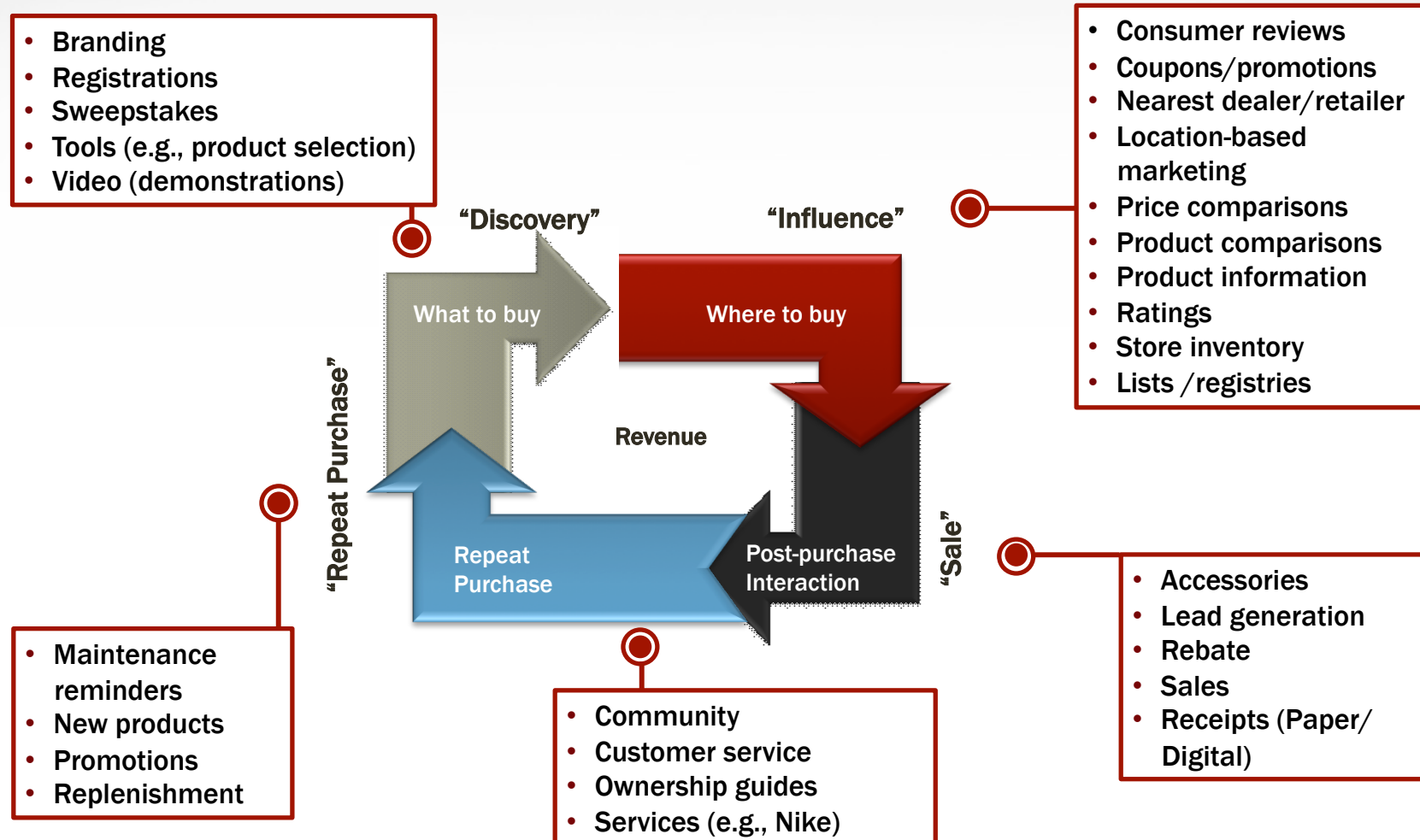
NEVER WAIT IN LINE AGAIN



Brick & Mortar Mobile Examples

Consumer Value Proposition

Mobile supports consumers throughout the shopping journey



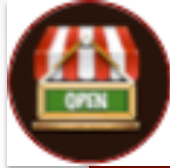
Mass Merchant Retail Example

Mobile phones can be used from check-in to check-out



Pre-Store

- Directions to the store, store hours
- Check in for points and offers
- Text to store pickup that she's here
- See average wait time at checkout, or even which of her friends has shopped recently



In-Store

- Shopping list with suggested route map or item location
- Scans items for more information including price or product safety information
- Special offers to go to other parts of the store
- Refills a pharmacy order
- Displays bar code to pick up order
- Decides to print out some photos on her phone



Check-out

- Check out while shopping or with a phone
- Apply all coupons
- Apply a gift card or other stored value card
- Get receipt emailed

Quick-Service Restaurant Example

Quick Service restaurants are all about convenience

1. Store location and times
2. Menu lookup and pre-order
3. Check in to receive extra points
4. Average store wait time
5. Saved orders for re-ordering
6. Text sent that the order is completed
7. Emailed receipt



“The Apple Effect”

“When Apple – arguably one of the most successful retailers in the last decade – says that mobile self-checkout is ready for use today, others might very well want to have a look. And quickly.” - Glenbrook’s Russ Jones

Then

- **2009:** Apple releases store associate checkout system using iPod with Infinite Peripheral sled



Now

- **2011:** Apple announces mobile self-checkout



2010 / 2011

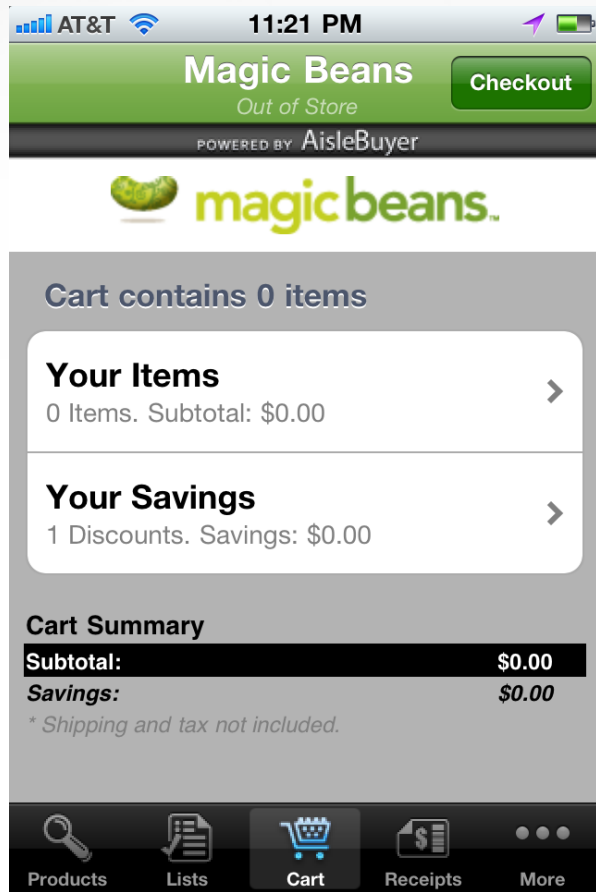


2012 / 2013

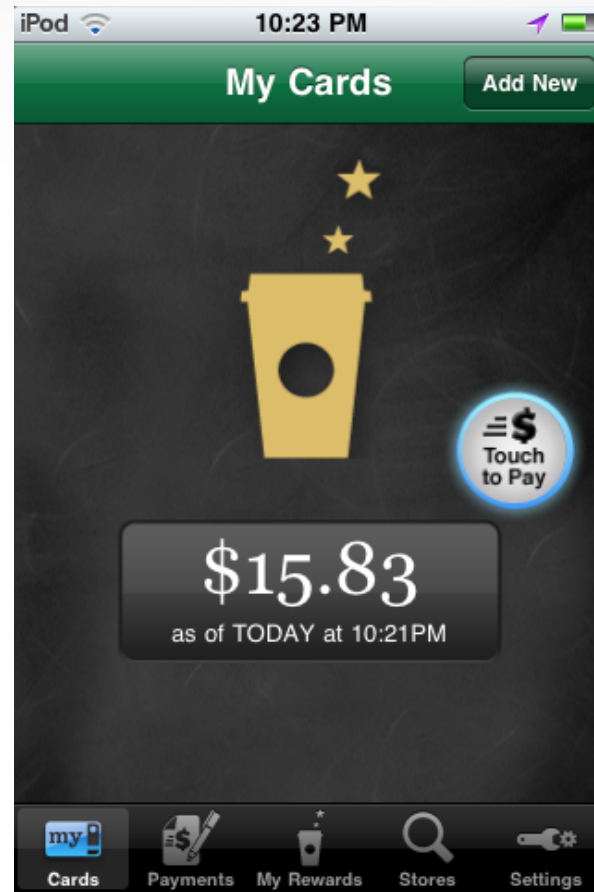


Best Practice Implementations

Self-Checkout



Stored value and wallet



AisleBuyer

NEVER WAIT IN LINE AGAIN



Building Your Mobile Strategy

Build A Mobile Strategy Now

The benefits for retailers are numerous and growing

- New revenue opportunities inside the store with digital cross-sells, offers and coupons

Revenue



- Better in-store and online shopping experience to meet consumer expectations

Customers Satisfaction



- Your competitors are investing in mobile commerce today

Competition



Are Apps Essential?

Consumers prefer the experience of apps to mobile web

1. Richer user interface
2. Ability to leverage features like cameras or barcode scanners
3. Ability to leverage an offline experience without a need for “a fat pipe”
4. Ability to experiment; test and learn

Target's mobile optimized site



Target's iPhone app



Getting Started

5 key steps toward building a strategy for success



Know thy customers



Set realistic goals



Technology & business process



Implement in phases



Test and measure success

Conclusions

Mobile commerce is emerging with significant promise in physical stores

The store experience, particularly for retailers and restaurants, will likely be significantly transformed mobile solutions

The benefits of these solutions include incremental customer value, increased customer loyalty and cost savings for the merchant

Apps are an imperative for many of these in-store solutions; partnering with third-parties will accelerate time to market

Tablets have promise in stores as well, and can be exciting and viable kiosk substitutes in relevant categories



Q&A Session

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Q&A // Panelists



Scott Todaro
VP, Marketing
AisleBuyer



Andrew Gaffney
Publisher
Retail TouchPoints

Thanks for attending!

You can download this presentation here:



<http://rtou.ch/mobile-store>

Contact The Panelists



stodaro@aislebuyer.com



andrew@retailtouchpoints.com