



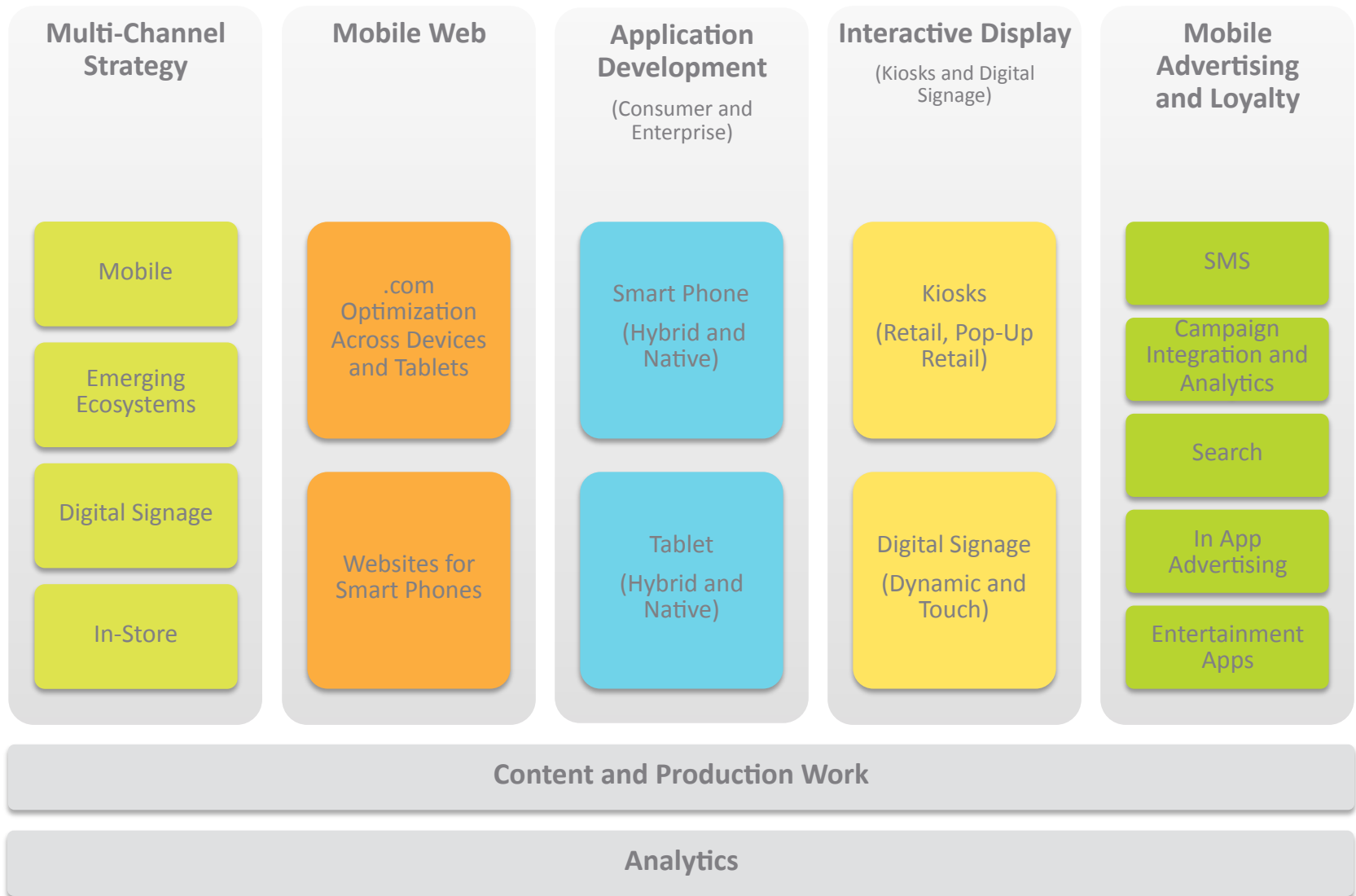
The Evolving Multi-Channel Experience and Mobile Ecosystem Through the Lens of Retail

Dan Israel | November 8th, 2011

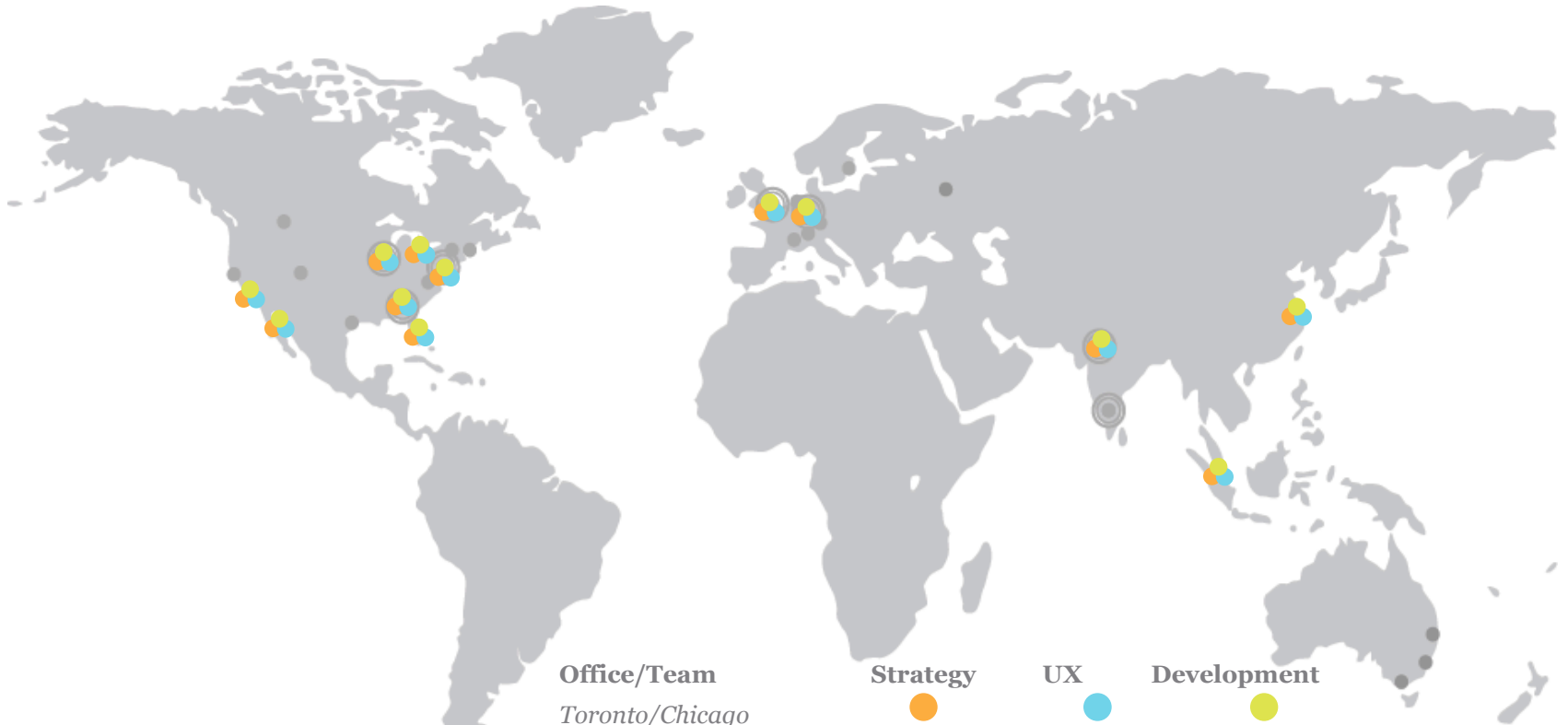


Overview of SapiientNitro

Mobile & Multi-Channel Capabilities



Our Mobile Capabilities across the Globe



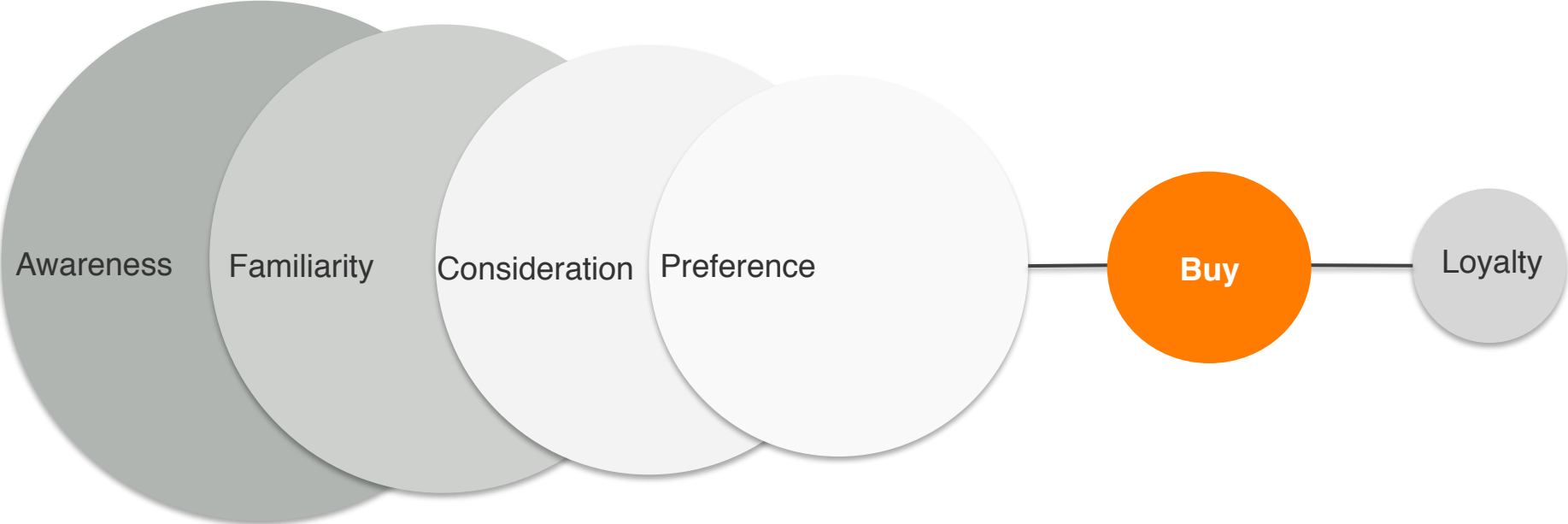
Office/Team	Strategy	UX	Development
Toronto/Chicago	●	●	●
Atlanta	●	●	●
Boston		●	●
New York	●	●	
Miami	●	●	●
LA/San Francisco	●	●	●
London	●	●	●
Germany	●	●	●
Singapore	●	●	
India		●	●



The Old (and Emerging) Customer Journeys in Retail



Buying was a Linear Experience



New Enablers Have Emerged for Customer Engagement

Always On

**Socially
Connected**

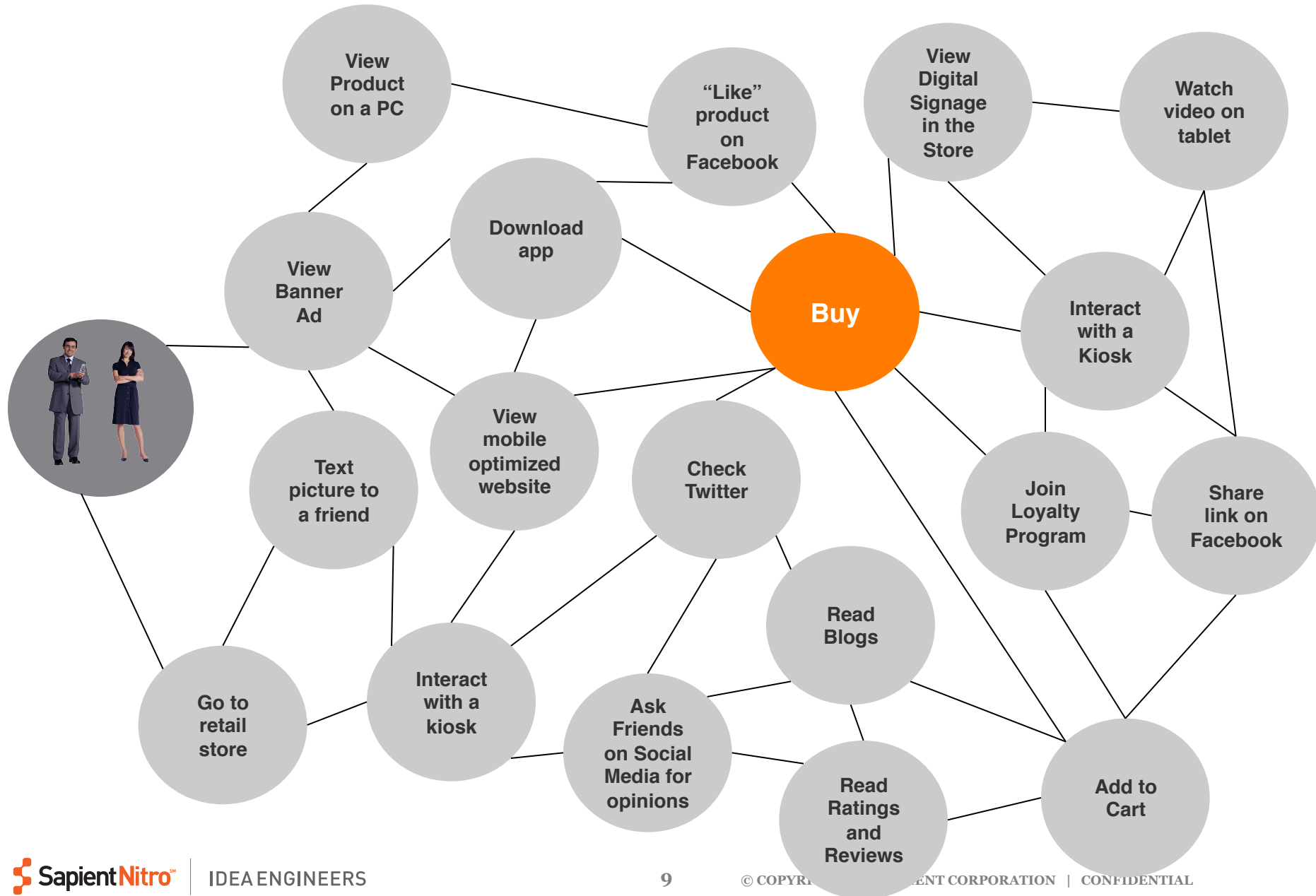
**Geo-
Location**

**Tech and
Mobile
Device
Powered**

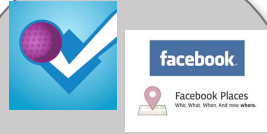
**Digital
Native**

**Internet
Enabled**

Now the Shopping Experience Has Evolved to This



Because of Emerging Digital Experiences



Branded Check-In



Smart Phones



Tablets



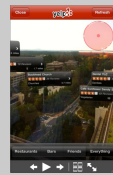
Digital Display



Social Media
(Facebook,
Twitter)



Mobile Wallet



Augmented Reality



Interactive Kiosks &
Spot Vending



QR Codes

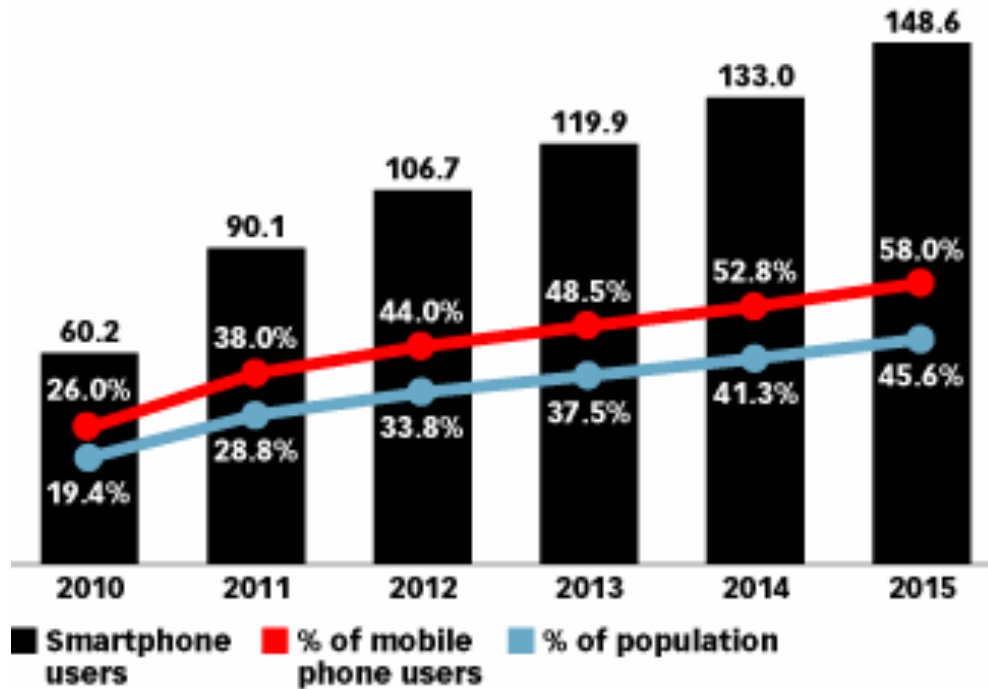


Mobile Retail Trends

Trend 1: Internet Access Anytime, Anywhere, and Beyond the PC

US Smartphone Users and Penetration, 2010-2015

millions, % of mobile phone users and % of population



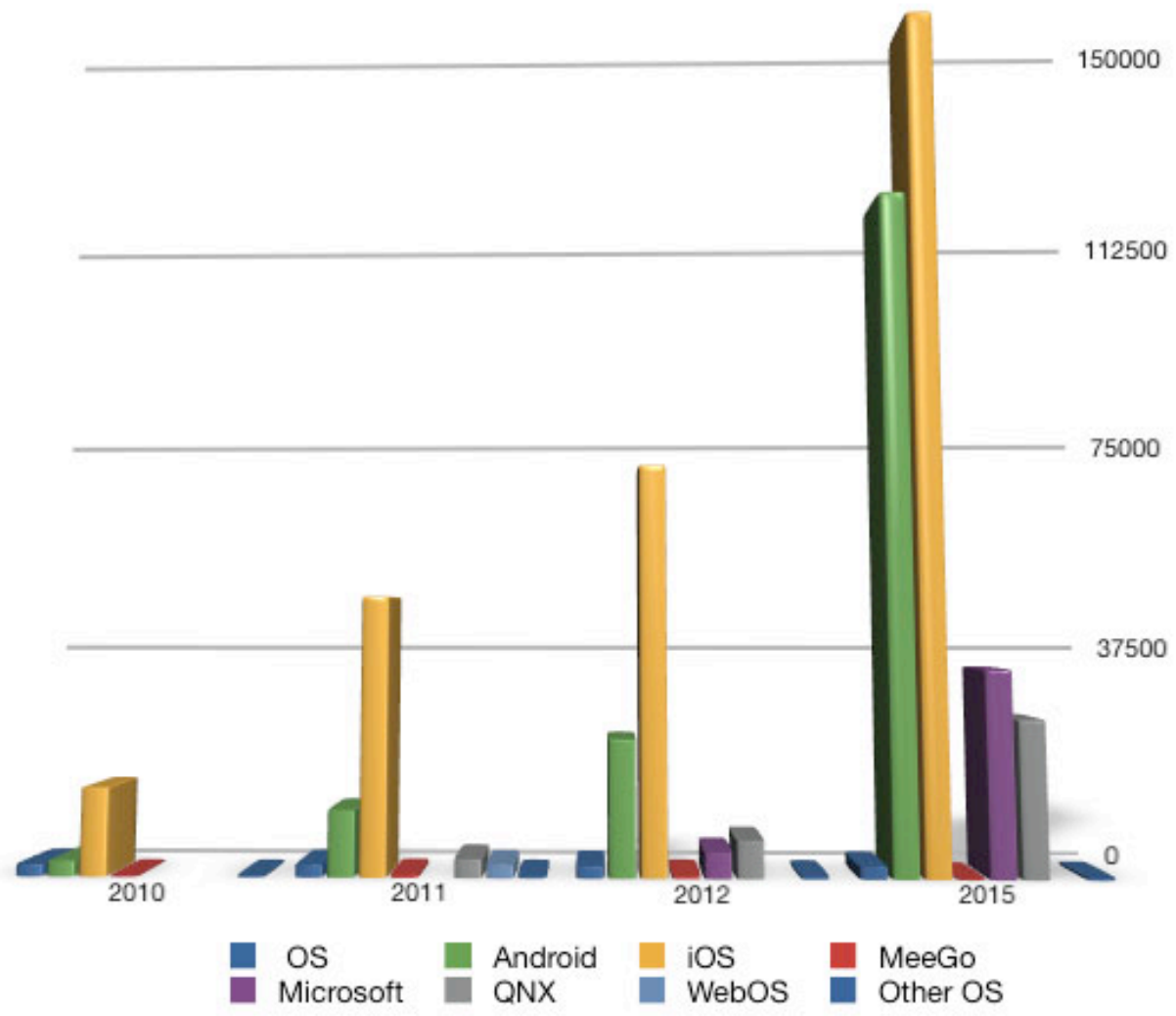
Source: eMarketer, Aug 2011

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www.eMarketer.com



Trend 1: Internet Access Anytime, Anywhere, and Beyond the PC



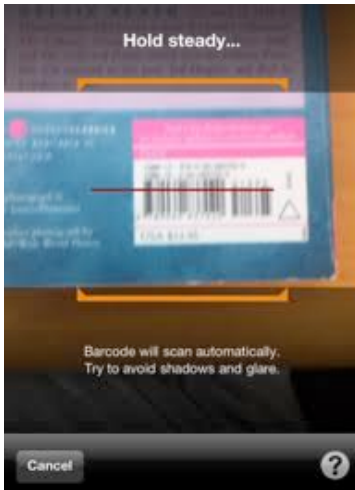
Source: Macobserver, 9/11

Trend 2: Smartphones are for Research, Tablets are for Buying



Trend 3: Retailers No Longer Have Home Field Advantage

Online Only Retailers



Search

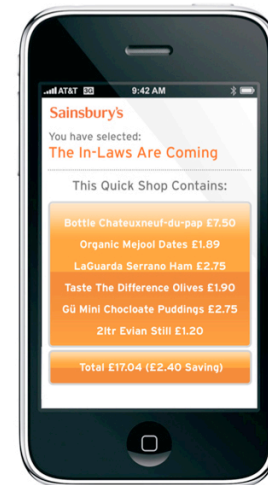
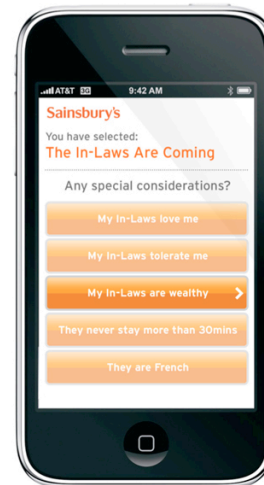
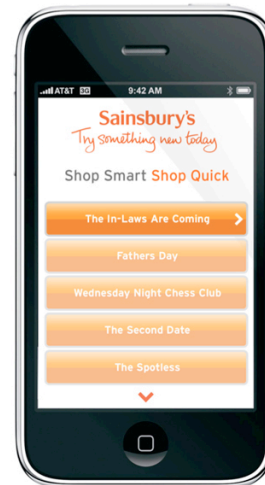


Consumer Packaged Goods









Trend 4: Social is Now Part of the Customer Journey



Previously:

It used to be that any customer experience, be it good or bad, had a limited ability to affect your business in a dramatic way

Today:

In the age of Facebook, Twitter, email, YouTube, and other forms of social media, individuals can broadcast their positive or negative customer experience to a huge audience in lightening fast speed, all of which can be done without interference from the brand

Trend 5: Contemplate How Mobile Wallets Will Impact Your Business

A digital wallet includes a secure payment method and more. It represents the user in a two-way interface to a website, merchant or application provider.

Payments

- Authorization mechanism for purchases (mobile & fixed)
- Multiple payment types (e.g., carrier bill, credit /debit card)

Identification

- Identify a subscriber online or to other systems
- Replace physical access cards
- Drivers License
- Passport



Personal Information

- Receipts and purchase history
- Contacts
- Pictures
- Secure storage, e.g.: medical records

Offers and Promotions

- Loyalty program points
- Promotional offers
- Permissions management
- Receive product info
- Shopping assistant

Enabling Technologies

- Device interfaces (e.g., NFC, barcode, SMS, camera)
- LBS / GPS
- Real time customer authorization
- Cloud storage
- Secure Identity authorization, eg: facial, thumbprint



The Future of Retail Experiences



In-Store



Branded Check In



**Interactive
Digital
Signage**



Endless Aisle



Tablet App / Loaner Station

On-the-Go



Cloud Based Offerings

SMS / MMS Alerts

Mobile App and/or Mobile Web

Tools

At-Home

**Offers and
Information**



**Mobile Apps and/or
Mobile Web**



Tools





Thank you!

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