



Honeywell
THE POWER OF **CONNECTED**

Connected In-Store Retail

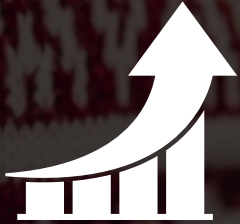
KEEPING RETAIL MOMENTUM GOING

Representatives from major
retail businesses identify key
challenges for 2019





THE PAST YEAR ENDED ON A HIGH NOTE FOR MOST RETAILERS.



2018 holiday retail sales **grew** at their **fastest pace** in six years to top **\$850 billion**.

 **19.1%**

total holiday **surge** in **online retail spending** over last year.

 **10.2%**

growth of **department stores'** **online sales** over last year.

 **9%**

growth in **home improvement** sales.

Source: <https://www.investors.com/news/holiday-retail-sales-2018-mastercard>



HOW DO YOU KEEP THE MOMENTUM GOING?

- Honeywell's Retail Advisory Council met with representatives from major stores to identify key retail challenges on the horizon.
- Representatives identified four key challenges for the coming year.
- These insights can help you determine what you may need to do in 2019 to ensure consumers keep coming back for more.



CHALLENGE: UNIFYING CHANNELS

- To succeed, you need to make goods and services available to shoppers via multiple channels (in-store, online on different devices, over telephone, etc.).
- No matter which channel the shopper chooses to use, the experience needs to be consistent and seamless.





SOLUTION: UNIFYING CHANNELS

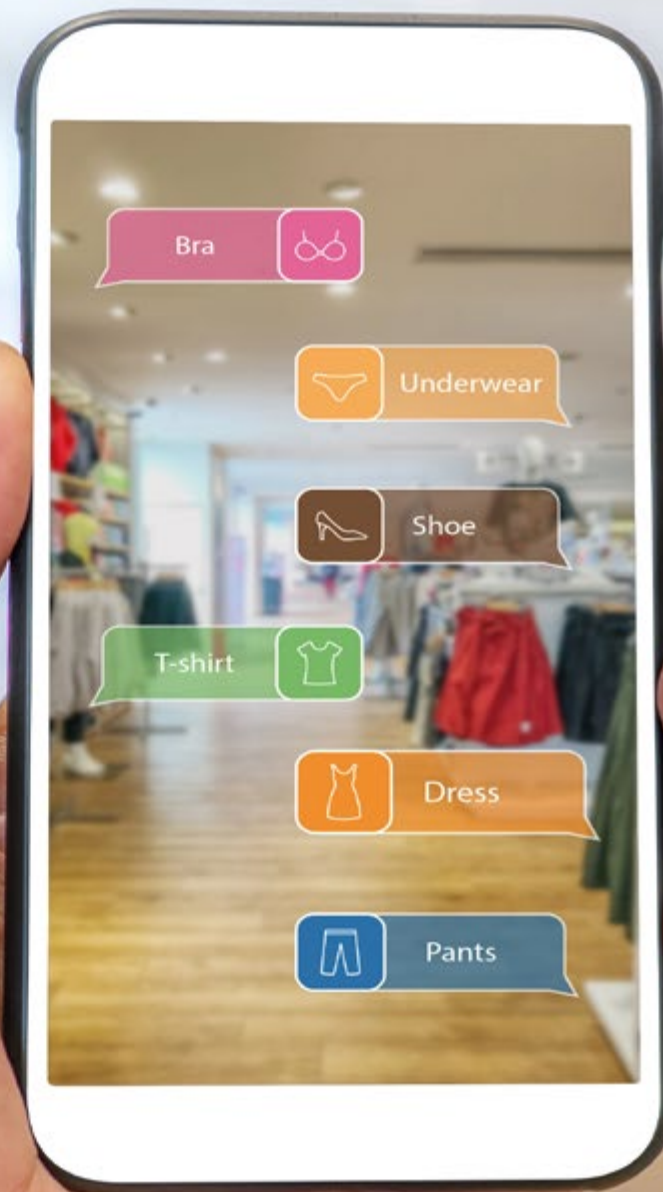
- Make sure branding and messaging are the same in-store, on the store website and on the phone.
- Ensure inventory information is accurate and consistent on all channels.
- Integrate returned merchandise back into available inventory fast to help shoppers find the items they are seeking.

payment
successful



CHALLENGE: LEVERAGING THE MOBILE DEVICE

- Access to information can turn any associate into a store expert.
- When shoppers encounter one associate with answers, they expect every associate to be just as informed.
- Shoppers use mobile devices when they shop. Is this an opportunity?





SOLUTION: LEVERAGING THE MOBILE DEVICE

- Try extending mobile device capabilities to more associates and to more departments, so information flows freely throughout your store.
- Communicate with shoppers via mobile devices through mobile couponing or with flash sales.
- Consider collecting data for shoppers' online and in-store purchases, to assess how habits differ depending on the channel.



CHALLENGE: BOOSTING THE SHOPPER EXPERIENCE

- Happy shoppers are purchasing shoppers.
- To keep shoppers happy, retailers will be looking for new ways to deliver more consumer satisfaction than ever before.



SOLUTION: BOOSTING THE SHOPPER EXPERIENCE

- Associates have contact with the shopper, so focus on training and retaining quality employees.
- Use data to analyze when you need more associates to assist shoppers, and then staff accordingly.
- Explore ways to personalize the shopping experience, such as customized greetings via mobile devices, alerts for items left-in the shopping cart, and targeted coupons.
- Anything you do to make shopping easy, fun and enjoyable will be welcomed.





CHALLENGE: COMPETING WITH DISRUPTERS



- In retail, web-savvy companies have been the biggest “disrupters”, changing the rules of the game for other retailers.
- You can be certain that in the coming year, these disrupters will find new offerings to extend to shoppers.



SOLUTION: COMPETING WITH DISRUPTERS

- Automated check-out is already being offered by some bigger stores, so consider streamlining your payment and returns process.
- Don't copy leaders – instead, emphasize what makes your business unique. Stocking unusual products, allowing shoppers to test items, and ensuring associates are connected so they can deliver exceptional service are ways to differentiate.



ANYTHING ELSE?

- Retailers perceive that external factors such as how well consumer purchasing power will hold up in 2019, will affect retail.
- Converting old technology to new to stay current will be a concern.
- Retailers will invest in mobile fleet solutions that help with predictive maintenance of mobile devices, device location and remote diagnostics for non-working devices.



For more information

www.honeywellaidc.com/solutions/connected-retail

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