

Sixth Sense of Retail

A study exploring how digital trends like social media, mobile applications and automation are reshaping the way UK retailers engage with shoppers. Here's our take on the four essential steps retailers could embark on to create compelling and personalised shopping experiences.



01

Ensure intelligent technology is combined with the human touch

51%

of shoppers 16-24s would be comfortable visiting a store run by robots.

Mindtree Recommendation

Build an omni-channel strategy to accommodate shoppers of all ages and genders, combining the benefits of a traditional 'human' store experience enhanced with technology.

02

Harness the power of social media to build brand loyalty

46%

of shoppers 25-34s are most influenced by Facebook in their purchasing decision.

Mindtree Recommendation

Create customer loyalty through personalised content across relevant channels with the right context.



03

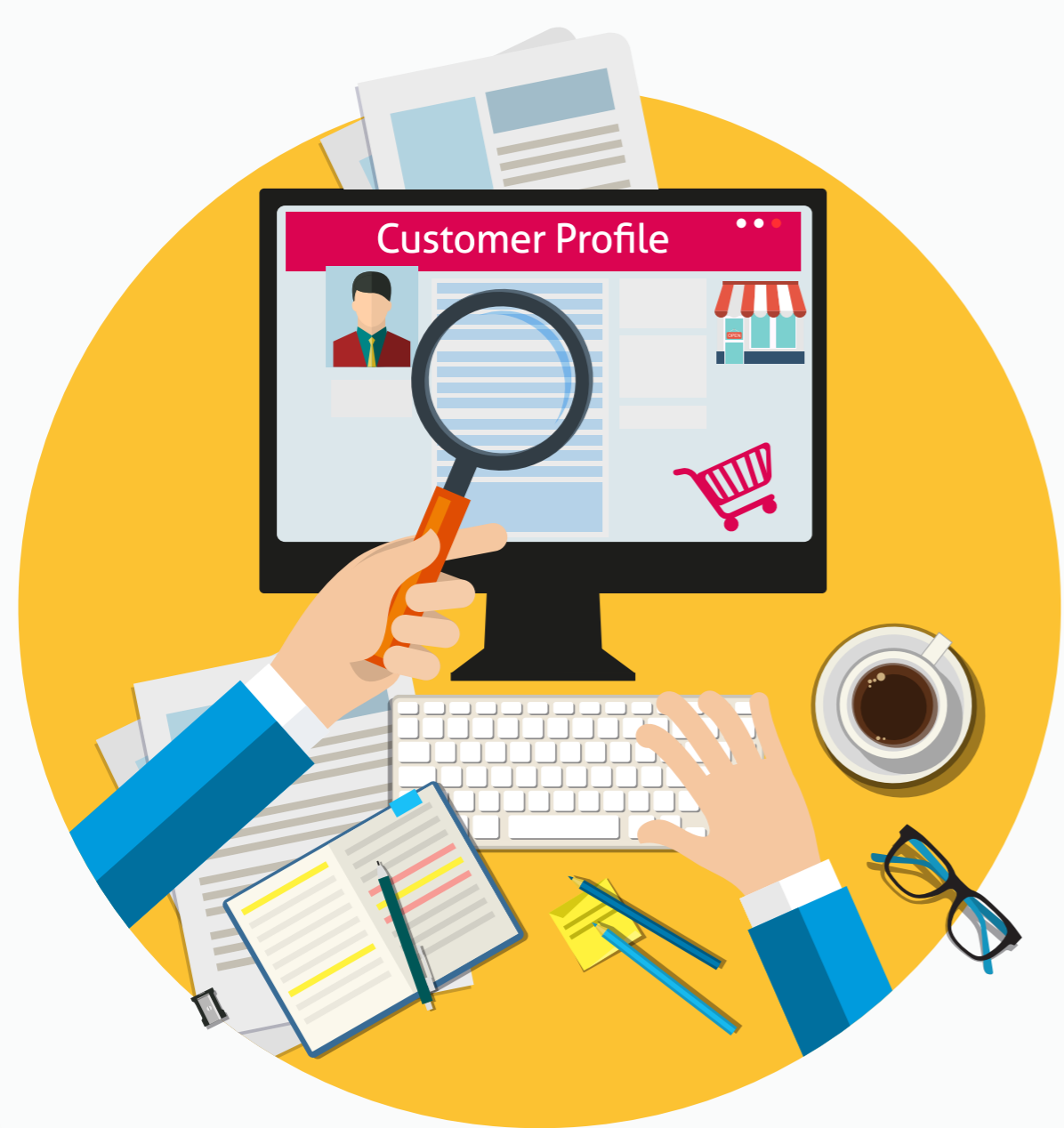
Leverage the deluge of data to build a more complete view of your customers

36%

of shoppers 25-34s are calling for the introduction of more interactive store layouts such as touch screen technology, online orders and trolleys with interactive displays to high street shops in 2017.

Mindtree Recommendation

Get a 360 degree of your customers by combining data across channels to personalize shopping experiences.



04

Integrate shopping experiences into mobile

35%

of shoppers believe mobile technology such as tablets would improve the shopping experience.

Mindtree Recommendation

Brands needs to build strong digital relationships with the customers (both in-store and online) by creating content that is optimised for mobile platforms.



Download the complete Sixth Sense of Retail study here.

Study Methodology: 2000 UK consumers were surveyed for this research in January 2017 by Mindtree with polling company, Censuswide.



Mindtree

Welcome to possible