



Interactions

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# Retail News

## *Insider*

**SURVIVING EXTINCTION:  
TAKING CHECKOUT  
INTO THE DIGITAL AGE**





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# Retail News

INSIDER

The award-winning *Retail News Insider* offers a look at the trends, best practices and news affecting today's retailer as it relates to engaging shoppers and driving sales.

From Sacramento to Shanghai, the world of shopper engagement is an ever-evolving marketplace. Our team goes inside the stories to take a look at what's happening in your aisles as well as those across the globe.

*Retail News Insider* presents data, editorial and analysis in a relatable format designed to help you engage consumers and drive sales.

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## Welcome Letter

From the Retail Services Team

## Essentials to Engagement

Stepping Up Your  
Game-Day Game

## From the Front Lines

Attitude Is Everything

## Market Watch: Tech Buzz

Surviving Extinction:  
Taking Checkout Into the Digital Age

## Global Industry News

The latest in retailer news  
and trends

## By the Numbers

Ever wonder what's the largest  
occupation in the country?  
Find out here.

## A Taste of the Season

Be the hit of your next football party  
(or family dinner) with this hearty  
and delicious chili.

## In This Issue

04



05



05



06



08



08



08





## Welcome Letter



## Enhancing the Consumer Experience

With our Market Watch feature this month, we start a new “TechBuzz” series that will explore how cutting-edge mobile, near field communication, facial recognition and other technologies can help retailers begin to redefine the traditional brick-and-mortar experience. This month’s article looks into the growing field of digital checkout technologies, which represent an exciting new arena for retailers and shoppers alike. As I read the article, I was struck by the similarities in what these technologies are trying to achieve and our own goals here at Interactions: it’s all about enhancing the consumer experience. And like retailers who are looking to evolve the shopping experience with digital checkout options, we are also working on strategies to evolve the event experience. We recognize that to stay competitive in today’s market, retailers and brands have to keep “taking it up a notch”—and we’re constantly working to do all we can to support that.

The theme of taking it up a notch continues with this month’s “Essentials to Engagement” feature, which looks at how Sales Advisors can step up their game to capitalize on football fans’ excitement about the start of the season—and for

tailgating and parties, which make up a \$35 billion market.

Also in this month’s issue, we get advice from a 30-year in-store event veteran on engaging customers and staying motivated over the long term, and we take a look at trends and headlines that are affecting the retail industry around the globe.

As always, be sure to check out the back cover for our “By the Numbers” feature and this month’s “Taste of the Season”—an easy chili recipe that’s great for those cooler nights that have started creeping in around many areas of the country.

Once again, I thank you for your continued support and hope you enjoy this issue of *Retail News Insider*. If you know of any colleagues who might be interested in receiving a copy, please send us a note to [newsletters@daymon.com](mailto:newsletters@daymon.com).



Thanks for you all you do and have a great month!

Sincerely,

Jeff Engel  
Senior Vice President

**Check out our website at**  
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## The U.S. Retail Team



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## Stepping Up Your Game-Day Game

### Football season starts this month—a time that's not only exciting for fans, but also for grocery retailers and CPGs.

That's because tailgating and football party foods are big business, with the average fan buying more than \$500 worth each season on top of their usual grocery purchases—and that doesn't even include beverages. Sales Advisors can get in on the action and boost sales by stepping up their game-day knowledge and appealing to shoppers' excitement.

### Work With the Experts

Many brands will be running special promotions throughout football season—offering special discounts, reward points or contests that tie in with the hugely popular sport. When doing an event for one of these brands, carefully read the promotional displays, packaging and your store's weekly circular, paying special attention to details that are likely to capture shoppers' attention. Highlight this information when talking with customers—for example, reminding them that not only is the item you're sampling perfect for game day, there's also buy-one, get-one deal or a chance to win VIP tickets in every package (or whatever the promotion may be).

Also point out related items that are part of the promotion and that may lure shoppers in. For example, if they can get extra gas rewards or chances to win a prize by buying salsa to go with the chips you're sampling, they may be more interested in buying both.

### Get Creative

Even for items that aren't specifically marketed for football, you can still pull in fans by offering up your own game-day tie-ins. Offer up appetizer recipes and finger food ideas, for example. Sour cream, cream cheese, mayonnaise and even yogurt can make a great base for some delicious dips.

And crackers, cookies, dried fruit and nuts make easy pour-and-enjoy munchies. If you can pull in some local teams colors—think blue corn chips for the Dallas Cowboys or spinach dip for the Green Bay Packers—all the better!

*"Make Your Game Day Official" photo courtesy of Path to Purchase Institute*

## From the Front Lines

### Attitude Is Everything



**Sales Advisor Rose Quering**

After 30 years of working in-store events, you might think day-to-day interactions with customers would start to get old. But not for Rose Quering of Pittsburgh, PA, who says the key to staying motivated as a Sales Advisor is the right attitude.

"I love my job because I love people," says Rose. "I greet everyone who comes by my cart and give them a

smile. Sometimes you can just make someone's day with a smile."

Rose also reminds us that niceness counts when it comes to making sales. "You have to be nice and friendly to people. You have to invite them over. If you're just standing there, most customers will just walk by." A little friendly banter can go a long way, too. "If a customer says 'no thanks' at first, I'll tell them 'well then, you're missing a real treat!' and a lot of times they'll come back," adds Rose.

Of course, being knowledgeable about your product is important, too. "People today are very aware of the nutrition information," Rose says. "They are interested in what is in that product. When I see something that's low in saturated fat, sodium or sugar, I bring that out. It's up to you to know the product and study the packaging so you can inform the customer and tell them why they should be buying."





## Surviving Extinction: Taking Checkout Into the Digital Age

By Amber Gabrenas, Contributing Writer

If you have ever headed up to the front of a store, ready to purchase your carefully selected items—only to abandon them as soon as you see the checkout line is backed up into the aisles, you are not alone. Nearly 40 percent of shoppers say they leave the store when lines are too long, according to a study by mobile payment company AisleBuyer. And 73 percent of shoppers cite waiting in line to check out as their least favorite part of the in-store experience, reports technology firm Synqera.

Understandably, retailers have experimented for years with different approaches—from self checkout to faster scanners—none of which have resulted in a reduced wait at checkout. However, as populations continue to grow and retailers are forced to accommodate more people within their current store layouts, the need to evolve past the archaic checkout process and into the future of digital checkout is imminent.

There are a number of new technologies now available that will revolutionize the checkout experience by cutting down on wait times, boosting customer satisfaction and loyalty, reducing costs and increasing sales. In order to provide more efficient checkout options and to avoid damaging relationships with loyal shoppers, retailers must first understand what customers want in a checkout experience and what technologies can help deliver that experience.

The ideal wait time is three minutes or less, says consumer research firm Envirosell—with each minute above that increasing the likelihood shoppers will get frustrated and abandon their baskets. But the preferred checkout experience is more than just a short wait. Shoppers also want convenient options that simplify their in-store routine and offer personalized experiences—for example, walking up to the register and having all of their loyalty and coupon data

instantly recognized, without having to swipe a card or say a word.

“Mobile is definitely going to play a big role in making checkout easier for customers,” says Abhi Beniwal, Senior Vice President of Global IT for Interactions. “But the most powerful digital checkout solutions are those that combine multiple technologies to deliver a better overall experience.”

Heeding this call, progressive retailers around the world have begun to experiment with a variety of solutions that combine mobile and other technologies to deliver consumers the enhanced checkout experience they want.

One technology that’s reinventing checkout—and the brick-and-mortar concept as a whole—is QR (quick-response) codes tied to at-home delivery services. International grocery giant Tesco recently launched a service based on this model in South Korea. Using Tesco’s app, shoppers can



snap photos of QR codes posted on subway walls for the grocery items they need as they wait for their trains, then choose when to have those items delivered from a nearby store to their home. Beniwal expects this type of store- or even subway-as-showroom model to expand even further as near field communication (NFC) technology is integrated into more smartphones.

## “The most powerful digital checkout solutions are those that combine multiple technologies to deliver a better overall experience.”

—Abhi Beniwal, Interactions’ Senior Vice President of Global IT

The mainstreaming of NFC is also expected to expand the adoption of another promising digital checkout technology which has thus far stayed in the background: the mobile wallet. With a mobile wallet, shoppers can pay through their personal financial accounts with the simple scan or tap of their phone against the retailer’s QR- or NFC-enabled POS system. Starbucks has been leading the way in this arena with its Square Wallet, which not only allows customers to pay for their purchases, but also helps them discover nearby businesses and deals. While some consumers may express concerns about storing their financial information on their phone, this can be overcome with careful consumer education. According to Beniwal, “Mobile wallets are safer than regular wallets. Your

phone is tied to a unique PIN, so if you lose it, you can just wipe all the mobile wallet information that was stored on it with a single call to your mobile service provider.”

Some of the latest innovations in digital checkout center around combining several existing technologies into a single solution that allows shoppers to complete the entire checkout process on their own via their mobile device. Already, mobile apps like grocery retailer Stop & Shop’s “Scan It!” allow shoppers to scan items, get discounts and head straight to the self-checkout line to finalize their purchases without unloading their carts or handing over physical coupons. Developers envision taking this type of solution one step further with the new Google® Glass (computerized eyewear that acts as a smartphone, GPS, camera and more all in one) by creating an app that would allow shoppers to scan items, comparison shop, view a running total and checkout using a mobile wallet—all simply by looking through the lens and speaking a few commands.

While solutions like these require significant investments in technology and human resources to build, they offer sizeable tangible benefits for retailers. For example, the Stop & Shop “Scan It!” app not only saves shoppers time, it also increases basket spend by 10 to 17 percent and lowers front-end costs by 10 to 15 percent, according to Modiv, creator of the app. Adding in mobile wallet capabilities like those envisioned for Google Glass only stands to further increase savings for retailers—and satisfy the 73 percent of smartphone shoppers who Modiv says would prefer to handle checkout on their own.

“Up-front costs are a major obstacle, but retailers have to remember that

every interaction with a customer is a chance to build loyalty... And adopting mobile technology opens the avenue of communication for the type of continuous relevant and meaningful engagement that does just that,” says Chris Doherty, Vice President of Loyalty Strategy for Daymon Worldwide, which recently launched Be Heard, a digital loyalty and payment solution for retailers.

The message is clear: it’s time for checkout to evolve. Progressive retailers who embrace digital checkout technologies and take them to the next level can not only improve customer satisfaction and loyalty, but also pave the way for a new vision of retail—one that makes shopping more easy, convenient and enjoyable, and leverages technology for the greatest benefit of consumers and retailers alike.

## 2013 MARKET WATCH CALENDAR

JANUARY	<b>The World of Big Data:</b> Reshaping the Retail Landscape
FEBRUARY <i>Retail Buzz</i>	<b>Marketing to Millennials:</b> Engaging Digital Natives
MARCH <i>Retail Buzz</i>	<b>Futurists:</b> Predicting the New Vision of Retail
APRIL <i>Retail Buzz</i>	<b>The Showrooming Effect:</b> Is All Shopping Going Cyber?
MAY	<b>Predictive Analytics:</b> The New Retail Currency
JUNE	<b>Social Media Marketing:</b> Harnessing the Power of the People
JULY	<b>The Mobile Moment:</b> Satisfying Shoppers’ Appetite for Apps
AUGUST	<b>Omnichannel Retailing:</b> Capturing the Connected Customer
SEPTEMBER <i>Tech Buzz</i>	<b>Surviving Extinction:</b> Taking Checkout Into the Digital Age
OCTOBER <i>Tech Buzz</i>	<b>Consumer-Centric Pricing:</b> Landing the Sale with a Personal Deal
NOVEMBER <i>Tech Buzz</i>	<b>Personalized Marketing:</b> Using Technology to Individualize the In-Store Experience
DECEMBER	<b>Holiday Shopping:</b> Big Data’s Big Predictions



 Past Issues



# Global Industry News

- The recession may be over, but consumers are still keen on saving. According to a recent report by Mintel, 68 percent of shoppers say they're paying more attention to prices now than they were 5 years ago, and 52 percent wait for discounts to buy higher-priced items. —**Progressive Grocer**
- A recent survey shows there's still plenty of room to improve the grocery shopping experience. While 83 percent of shoppers say they're satisfied with their usual grocery store(s), only 56 percent say they actually enjoy shopping and 18 percent actively dislike it. —**Packaged Facts**
- Over the last 12 months, carbonated beverages brought in the highest category dollar sales for U.S. supermarkets (\$11.3 billion), followed by milk (\$10.5 billion) and fresh breads and rolls (\$9.3 billion). —**Supermarket News**

## By the Numbers

**1882** The year Labor Day was first observed

**64%** The percentage of Americans who watch NFL football

**\$4.34 Million** The number of retail salespeople in the U.S. (the largest single occupation)

**\$35 Billion** The amount spent on tailgating foods and drinks each year

## A Taste of the Season:

### Tailgating Chili

Courtesy of French's



This hearty chili recipe is a fan favorite—great for tailgating or a Sunday afternoon spent watching the game from your couch!

#### INGREDIENTS:

1 lb.	ground beef	1 (28 oz.)	can crushed tomatoes in purée, undrained
2	large onions, chopped	1 (15-19 oz.)	can red kidney beans, undrained
1 tbsp.	minced garlic	3/4 cup	Worcestershire sauce
2 tbsp.	oil	1/3 cup	chili powder
2 lbs.	boneless top round steak, cut into 1/2-inch cubes	3 tbsp.	ground cumin

#### DIRECTIONS:

1. Brown ground beef in large pot. Add onion and garlic; cook 3 minutes. Drain and transfer to bowl.
2. Heat 2 tbsp. of oil in same pot. Cook beef cubes in batches until well-browned; drain well.
3. Stir ground beef and remaining ingredients into pot. Heat to boiling, stirring often.
4. Reduce heat. Simmer, partially covered, for 1 hour and 15 minutes until meat is tender, stirring often. Garnish as desired.

Interactions U.S. Retail Division



{in good taste}

