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## 科技如何 影响实体 店的购物 体验

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# 科技如何影响实体店的购物体验

来自 Retail News Insider

应该有个APP可以解决

达曼互动全球IT副总裁 Lance Eliot博士认为：“在任何牵涉到与人群互动的消费体验当中，一定会有一项科技正在酝酿当中或者在等着有人发明，进而提供给消费者一个等值的互动体验”

科技吸引消费者回到实体店，而且要让他们不断再回到店里来。

说，“There's an App for That”（这应该有个APP可以解决）这个口号目前正适用于许多实体零售商的消费服务。

从您开始思考到达店里的那一刻起，不管您是否意识到，科技已经在您的购物过程中扮演着重要的角色。这是因为与其坐在那里枯等，甚至流失消费者到网上卖场，一些创新的实体零售商早已起身面对挑战，并且利用创新的科技吸引消

在近几年，实体零售商用来吹捧他们优于网上购物的许多优势服务，现在都已经进化成为整合网店体验的一些最佳元素。消费者现在可以选择通过与店员互动，或是与相关的科技互动，来取得信息或是服务。更简单地来



据Eliot所言，零售商五花八门的在店内运用科技。其中一类是用来降低店内提供给消费，甚至直接消除与销售人员接触的选项，而且还可以给予高度个人化的建议。例如，Lord & Taylor和Macy's之类的服装零售商利用店内Beacon定位技术与安装在消费者智能手机上的自家品牌app连接，根据消费者在店内的位置发送适合的优惠信息和购买建议。

在美国东北地区的零售商Stop & Shop提供了一款app，可让消费者将物品放入购物车时进行扫描和装袋，并且根据他们的购物记录和在店内的位置提供个人化的优惠。当准备结算时，消费者只要扫描他们的数码设备，刷卡，就能离开店家，完全不需要与店员互动。

同样地，Target最近也为苹果手表推出了一款新的app，可为消费者提供店内的导览，协助消费者找到他们加入购物清单中的产品。“越来越多成熟发展的app可让消费者扫描像是衬衫等

产品，并且app还会接着推荐可搭配的裤子、鞋子、袜子等等。”Eliot进一步说道：“还有，app会引导消费者到店内那些商品所在的通道，甚至告诉消费者是否有库存、店内现货有什么颜色和尺寸。”



不过，并非所有零售商都是利用科技来取代店员提供的服务。以高档品零售商Nordstrom为例，他们最近宣布推出一项新科技，加强其传统的店内个人造型师服务。对于不是那么熟的客户，Nordstrom长期提供消费者预约个人造型师的选项，造型师会询问预约者偏好的风格以及个人的要求，然后向消费者展示店内的各种服装和配饰。经过反复的接触之后，个人造型师可更了解他们的喜

好，并且提供更针对性的选项。

Nordstrom也运用另一项科技TextStyle的app，消费者在碰到感兴趣的特殊商品时，可以用手机发短讯给他们在Nordstrom个人造型师，而且能够快速得到回复，造型师通常还顺便提供新品和配件的图像。然后消费者只要回复确认后，就能直接完成交易。不论客户是在店内（例如，找到喜爱的款式但是找不到合适的尺寸）或是在其它任何地方，只要能够使用短讯服务的地方，都能利用这项服务。

“像这种情况，Nordstrom店员仍有存在的必要，而且还是服务当中的关键要素。”Eliot说道：“人与人之间的接触不但被保留了，也同时延伸到科技的运用互动。”

要取得科技与服务人员之间的平衡并不容易，这是许多零售商在经过挣扎和实验后找到的契机，也就是结合了网上零售和传统店内销售的最佳组合。不单是实体

店如此，对于网上零售商考虑要进入实体店面的过程，也是类似的情况。

”网上时尚零售商 Zalora 就是个好例子。” Eliot 说道：“他们创建了的可移动式的体验站，消费者可以看见和触摸商品，但是在店内并没有任何终端销售（POS）系统。相反地，消费者是扫描商品上的代码，然后用他们自己的数码设备在网上购买。这个经验让 Zalora 得以省下店内设备和人力的成本，同时还能提供实体店的感官体验。”

不过，Eliot 提醒道这种有些空虚的实体店体验并非放诸四海皆准的解决方法。他说：“对于许多消费者来说，实体店体验拥有更蓬勃的生气，他们可以与店员面对面互动，寻求互动和信息。

实体店内的互动体验对于许多消费者来说仍是他们希望得到的。根据软件公司 TimeTrade 的观察，相较于网上购买，85% 的消费者还是喜欢在实体店购物。其



中很大部分是因为人类既有的需求和习惯，也就是群聚特性，倾向于与人互动，相互交流和分享体验。对于感兴趣的物品，消费者也希望能够实际看到和触摸。这些都是纯粹科技导向的体验无法完全复制的。

显然的，创新科技仍会继续被开发和采用，并且逐渐在实体店购物体验当中成为不可或缺的部分。越来越多的零售商在店内运用科技的同时，他们也必须要审慎思考如何透过科技来接触消费者，同时还能保有传统人群习性的要素，不断的吸引更多的消费者第一优先到店来。此外，他们还需要思考实体店科技在他们的全渠道战略中应该扮演的角色。

“在不久的将来，购物体验不再会是从进入店里开始，在离开店面之后就结束。” Eliot 的结语提道：“未来的互动模式，是利用科技，更全面都来设计和消费者接触的每个互动点，和消费者在店内和店外都能持续的抱持全渠道互动。同时零售商还要找到方法，了解是否消费者对零售商都还能抱持高度的兴趣。如果做得好的话，那将是一个令人拍案叫绝的匹配。”

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**There's  
an App  
for That**

"For any given retail experience that involves human interaction, there is a technology either underway or being devised to achieve an equivalent experience for the shopper," asserts Dr. Lance Eliot, Vice President of Global IT for Interactions.

From the moment you even think about going to a store, whether you realize it or not, technology is increasingly playing a part in your retail journey. That's because rather than sitting by and losing consumers to online marketplaces, innovative brick-and-mortar stores have risen to the challenge and are using similar technologies to draw consumers into the store—and to keep them coming back.

# How Technology Is Influencing the In-Store Experience

*By Retail News Insider*

In just a few short years, many of the services that brick-and-mortar retailers used to tout as their key advantages over online shopping have transitioned to integrate some of the best elements of the online retail experience. Consumers now often have the choice of whether to get those services by interacting with an in-store associate or by interacting with

technology. Put more simply, the slogan "there's an app for that" now applies to many brick-and-mortar services.

According to Eliot, retailers are using technology inside the store in a variety of different ways. Some are using it to give consumers the option for reducing or even potentially eliminating the need for direct contact with a salesperson, even to get highly personalized recommendations. For example, clothing retailers like Lord & Taylor and Macy's are using in-store beacons that connect with their

own-branded apps installed on shoppers' smartphones to send targeted offers and purchase recommendations based on where a shopper goes inside the store.

Northeast grocery retailer Stop & Shop offers an app that allows shoppers to scan and bag their groceries as they place items in their carts, and to receive personalized offers as they go based on their purchase history and in-store location. When they're ready to check out, shoppers simply scan their digital device, swipe their credit



card and leave the store—no associate interaction required.

In a similar vein, Target recently released a new app for the Apple Watch that can guide shoppers around the store, leading them to the products that they have added to their personal shopping list. “More sophisticated apps allow the shopper to scan a product, such as shirt, and the app will then recommend a matching pair of pants, shoes, socks, and so on,” adds Eliot. “Plus, the app will lead the shopper around the store to the aisles where each of those items are located, and even tell the shopper whether the items are in-stock and what colors and sizes are available in the store.”



reply with the word “buy” to make the purchase. This service can be used while the customer is in the store (for example, if they spot an item they like but can’t find in their size) or anywhere else text messaging service is available.

“In this case, the Nordstrom associate is still very much in-the-loop and a key component of the service,” says Eliot. “The human-to-human contact is preserved and expanded by the use of technology.”

It is this balance of technology and associate engagement that many retailers are struggling and experimenting with as they seek to combine the best elements of online retailing with the best elements of the traditional in-experience. This is true for both brick-and-mortar stores and online retailers making a foray into the physical retail space.

“Online fashion retailer Zalora is a good example of this,” explains Eliot. “They have been creating pop-up stores that allow consumers to see and touch products, but there isn’t any POS per se in the store. Instead, the consumer scans the code on the product to make an online purchase with their own digital device. This bare bones experience has allowed Zalora to cut down on the costs of the in-store equipment and labor, while still providing an in-store experience.”

Eliot goes on to caution, however, that this type of barren in-store experience isn’t a one-size-fits-all solution. “For many shoppers, the in-store experience has to have pizzazz, and they are seeking direction interaction with the store associates,” he says.

The in-store human interactive experience is something many consumers still crave. According to software firm TimeTrade, 85 percent of shoppers prefer to shop in a physical store versus buying online. A big part of this is the innate need for people to be around other people, to interact with them and to have a jointly shared experience. Shoppers also want to be able to tangibly see and touch the products that they are interested in. These are all things that a purely technology-driven experience cannot fully replicate.

Clearly, high-tech is here to stay and will increasingly become an accepted and integral part of the in-store shopping experience. As more retailers adopt in-store technologies, they will need to carefully consider how to engage shoppers via technology while also maintaining the human element that drives so many consumers into the store in the first place. They’ll also need to consider the role of in-store technology as part of their overall omnichannel strategy.

“In the not-to-distant future, the shopping experience will no longer begin solely upon entering the store and then end upon exiting,” concludes Eliot. “Instead, it will be a continuum across in-store and outside-of-the-store contact. Retailers who want to make sure that they are always on the minds of consumers will have to meld technology throughout every point of contact they have with shoppers. When done well, it is quite an incredible match.”



But not all retailers are using technology as a replacement for associate-led services. Take upscale retailer Nordstrom, who recently announced the launch of a new technology to enhance its traditional in-store Personal Stylist service. For those not familiar, Nordstrom has long offered its customers the option to book an appointment with a Personal Stylist who will ask question about their style preferences and wardrobe needs, then show them various garments and outfits available in the store that are relevant to them. With repeat in-person visits, a Personal Stylist would get to know consumers’ preferences better and offer more targeted options.

Using a new enhanced service called TextStyle, consumers can now text their Nordstrom Personal Stylist about a particular item of interest using their phone and get a fast reply, often accompanied by an image of that exciting new item as well as complementary pieces. Consumers can then simply