

R E T A I L

BOOST

Welcome to Retail United's first newsletter with inspiration, trends and relevant topics within retail.

INSPIRATION

- The future store is here
- Communicating mannequins

THE CONSUMERS EXPECT MORE

- Five trends that change your store

NEWS AT RETAIL UNITED

- Nordic assignment for Lambi and Serla
- Workshop your way to a better understanding of digital sales
- Success for our In-store Sales Program

THE ROBOT REVOLUTION

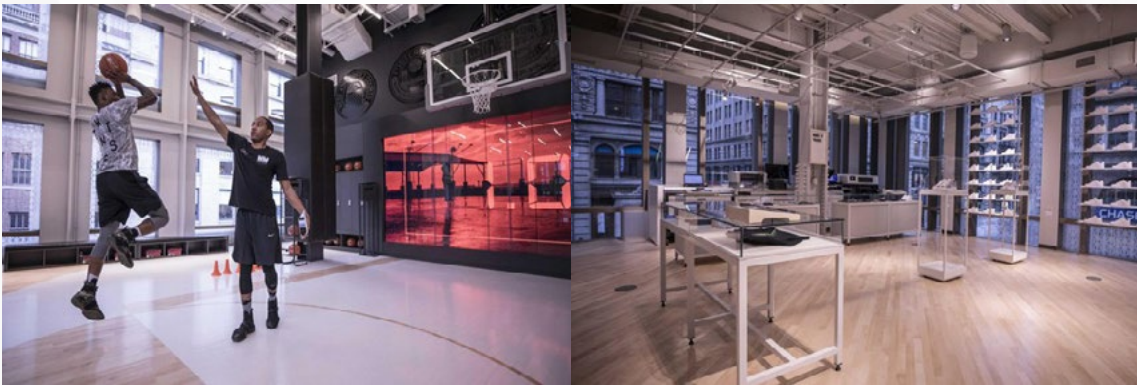
»This revolution is happening right now, and it means new opportunities for the retailers«

→ Amelia → OSHbot → Chloe → Tally → Berlin sneaker robot

INSPIRATION

THE FUTURE STORE IS HERE

Nike launched a new flagship store in October 2016, in New York, and the store is truly something else. Not only can the consumer try the newest products, they can do it in a work out setting. The store has its own basketball court where customers can try out sportswear while shooting some hoops. The store is also equipped with the latest technological features to create the best consumer experience. [Explore the store here:](#) ↗



COMMUNICATING MANNEQUINS

The mannequins are equipped with VM Beacon accessories and can thereby inform the customer about what they are wearing and where to find the items in the store, and the customer can purchase the clothes directly on their smartphone. This is an example of where the virtual online world and the physical in-store shopping experiences are combined to make a more real and rewarding experience. [Watch the video:](#) ↗



THE CONSUMERS EXPECT MORE



FIVE TRENDS THAT CHANGE YOUR STORE

One of the biggest developer of shopping malls, Westfield, has published a new trend report. They present five buying trends that they believe will steer the future of shopping. The conclusion from the study is that consumers want better and bigger shopping experiences in the store.

PAY AS YOU GO RETAIL ←

The consumers no longer want to purchase products, instead they want to rent them. The shared economy has not only taken hold of the taxi and hotel industry, but increasingly, consumers want to rent clothes and electronics.



→ CLASSROOM RETAIL

The store is not just a place for products, it is a place where the consumer want to learn and update on new things. The shoppers want retailers to educate them in areas like health, wellbeing, fitness, appearance as well as more informed lessons about the products; what they are made of, or how to recycle them.

LIFESTYLE LOYALTY ←

Many retailers have implemented technical and personal reward systems, but the consumer now has a desire for lifestyle loyalty programs: programs that reward the consumers on other criteria, such as how healthy they are, rather than how much and how often they purchase. Recycling came on top of the list of behaviors that the consumers wanted the retailers to reward them for.



→ ENHANCED ASSISTANCE

Virtual reality and augmented reality is expected to be a necessary complement in the future store, and some retailers have already adapted the trend. This enablesthe consumer to experience the items in a personal way.

INSIDE OUT RETAIL ←

Research has shown that people spend more time looking at a screen than they spend sleeping. The vision sense is an overloaded one, and the retailer has much to gain by activating the other senses. Even though many retailers have this information, few make use of it. The more senses that are affected, the better is the customers in-store experience.



Explore the full trend report here: → ["How We Shop Now: What's Next?"](#)

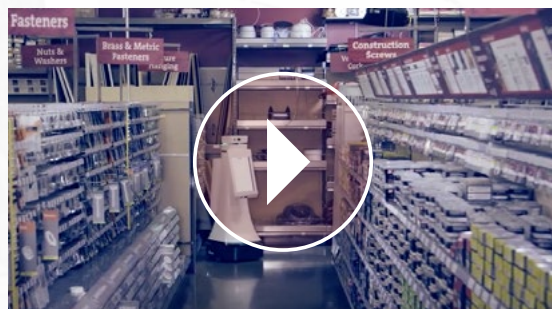
THE ROBOT REVOLUTION

With an infinite capacity to both load and process large quantities of data, robots will soon be a natural element within retail. According to a [2015 report](#) from BI Intelligence, in 2020 IoT (Internet of Things) devices will have more than tripled, from 10 billion to 34 billion. Not only does BI Intelligence predict that robots will improve customer service, they also predict that the novelty factor of the new techniques will drive more foot traffic to the stores that choose to adapt them, especially those who are early adapters. This revolution is happening right now, and it means new opportunities for the retailers, so let's take a closer look at some of the robots out there.

→ **Robot Amelia** is a type of AI intelligence, a cognitive agent that emulates human intelligence and learn from human colleagues. She can ask follow-up questions and constantly gathers new knowledge. She can take on a variety of service desk roles and communicates using natural language. It might be that Amelia is about to revolutionize retail as a virtual seller. According to developer IPsoft, she is able to connect emotionally and is a hard working employee who is available 24/7 all year round. Strategic consultants Kairos future predict a bright future for the technology, discussing that it might not take long before all employees are replaced by Amelia's successors. [Watch the video](#) →



→ **OSHbot** is developed by Lowe's innovation labs and technology company Fellow robots. OSHbot can help customers find the items they are looking for, and can communicate in a wide variety of languages. It is being tested in a supply hardware store in San Jose, California. [Watch the video](#) →





- **Robot Chloe** helps customers at a Best Buy in Manhattan by retrieving products for them, including games, music and movies.
- **Another robot is Tally**, who takes inventory at a Target store. She travels up and down the aisles checking product availability, and performs with an accuracy of 96%. ↴



- An independent sneaker retailer in Berlin uses a robot to retrieve shoes from the inventory and deliver them to the customer in his or her preferred model and size. [Watch the video](#) ↴



RETAIL @NITED

We are a communication agency that offers everything from analysis and strategy to advertising and instore activation. With our talented strategists, designers, project managers and sales staff across the Nordic region, we get your product into the store and then out of the store.

On our list of clients, you find the brands Sony Mobile, Sibylla, H&M, Zeta, Proviva, Danonino, Sony Electronics, Philadelphia, PlayStation, Lambi, Serla, Bjurfors, Direkten, Activia, Runö Fastigheter and Orkla Care.

NEWS FROM US

NORDIC ASSIGNMENT FOR LAMBI AND SERLA

We are happy to welcome Metsä Tissue with the brands Lambi and Serla as a new client. After a pitch with a substantial process they chose us as their new partner. If you would like to know more about our retail assignment for Metsä Tissue you can take part of it [here](#):



WORKSHOP YOUR WAY TO A BETTER UNDERSTANDING OF DIGITAL SALES

Retail knowledge is our core business and we are happy to share. Therefore, we arrange seminars where we share exciting and inspiring news in retail. In our latest seminar in December, our Project- and Insight Manager Fredrika Wiktorin presented her [latest research](#) about how to increase sales in the digital channel. The retail specialist, Jens Nordfält from The Stockholm School of Economics was also invited and the seminar was very successful. After high demand, we are now offering workshops on this topic. Feel free to [contact us](#) if you like to know more about how you can workshop your way to a better understanding of digital sales.



SUCCESS FOR OUR IN-STORE SALES PROGRAM

For the past 1.5 years we have developed a solid in-store sales program for Sony Electronics where we recruit and train Instore Sale Specialists (ISS). Our ISS:s are placed at Sony's retailers and the program is one of a kind, with a unique sales bonus system designed to be very profitable for both retailer and staff.

By analysing the sales and ROI we ensure that our In-store Sale Specialists are both profitable and placed in the correct store, and through this analysis we have great knowledge about when and where the retailers need this extra resource. This program has been such a success it's now developed in to a pilot project at Sony Mobile. This strengthens our relationship with the retailers even more.

If you are interested to know how the program would work for you, don't hesitate to [contact us!](#)



If you want more inspiration and get more knowledge within retail, check out our [website](#), where you can find other exciting reading. Otherwise stay tuned for our next Retail Boost.

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