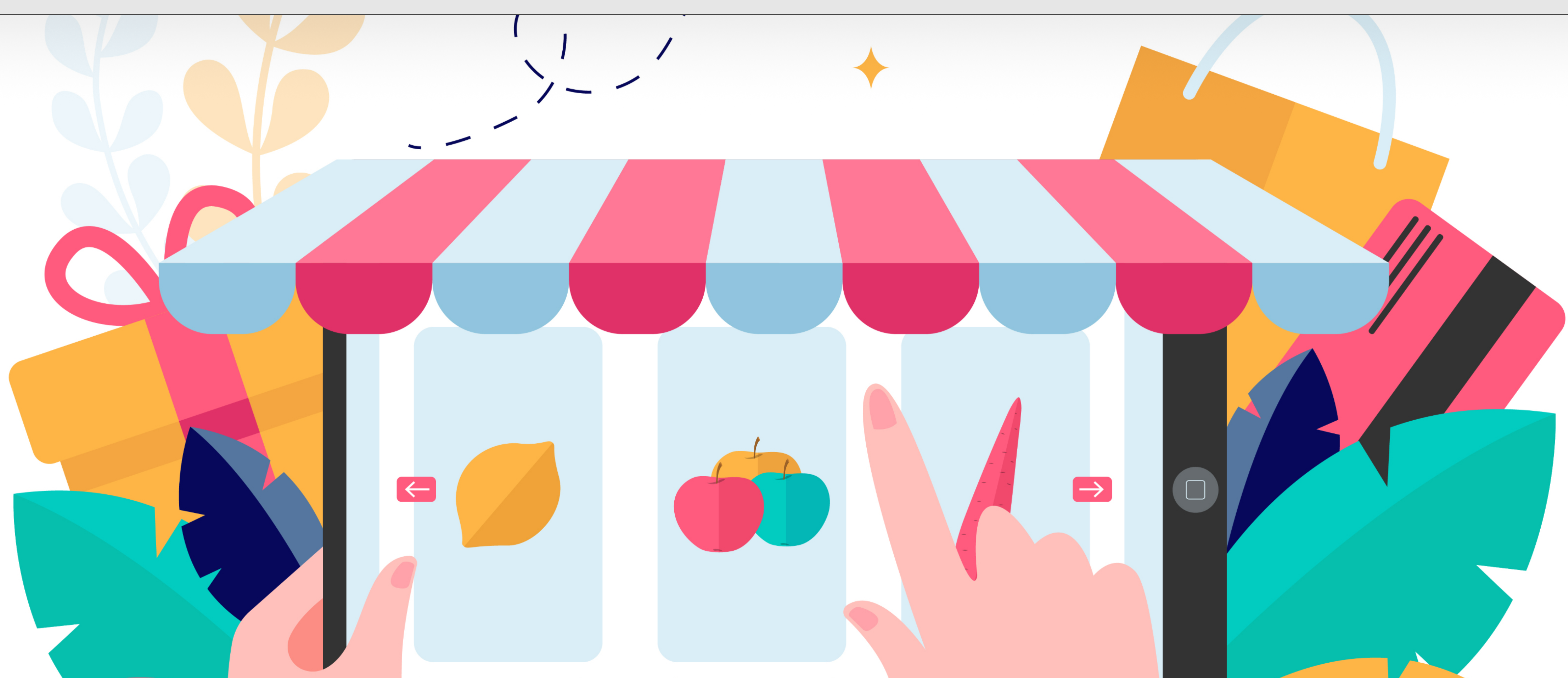


LatentView

Actionable Insights • Accurate Decisions

THE FUTURE OF RETAIL IN THE POST- PANDEMIC WORLD



Contactless curbside pickup will dominate BOPIS (buy online, pick up in-store) for several retailers



March 2020



March 2021

of Americans had used a BOPIS service.

~19% of consumers prefer contactless pickup when frequenting a business

Nearly 35% choose contactless checkout in general

Consumer preference for BOPIS will continue and be driven by a mix of:

- ✓ a desire for convenience
- ✓ lingering concerns about safety

Retailers must

- continuously improve their mobile experiences, including their apps and checkout/payment options
- provide the best possible digital experiences for customers



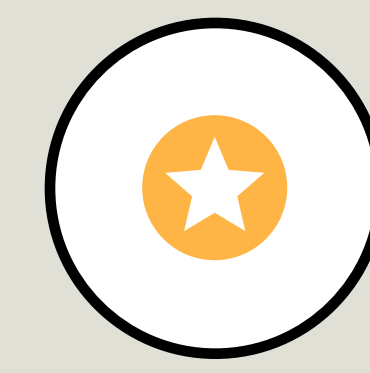
Personalized promotions

01



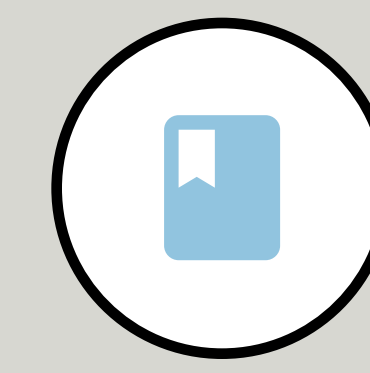
Seamless communication with the employee pulling the merchandise for pickup

02



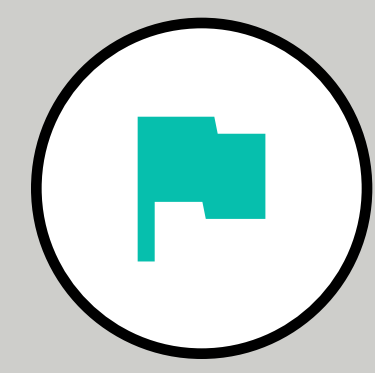
Collecting and redeeming points

03



Product bundling options

04



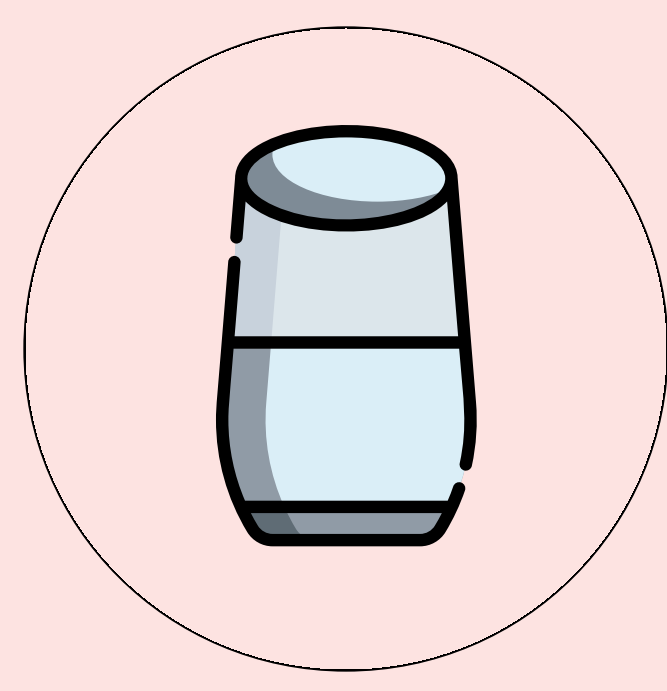
Final pickup interaction including customer verification

05

20% of consumers have used a smart home assistant like Amazon Echo, Google Home, and Apple HomePod to add items to a shopping list.



With more people embracing online shopping, continued adoption of voice-enabled smart home assistants for both delivery and BOPIS is expected.



Amazon is the obvious giant in the space, but Google has successfully partnered with large retailers like Target and Walmart to power voice-activated shopping.

The use of AI-powered chatbots has increased during COVID-19

01

Many businesses were forced to operate with reduced staff and no call centers

02

For retail brands, chatbots fill gaps by helping with routine transactions, answering questions about shipping and returns, and even taking orders

03

On the B2B side, chatbots are also driving innovation for retailers

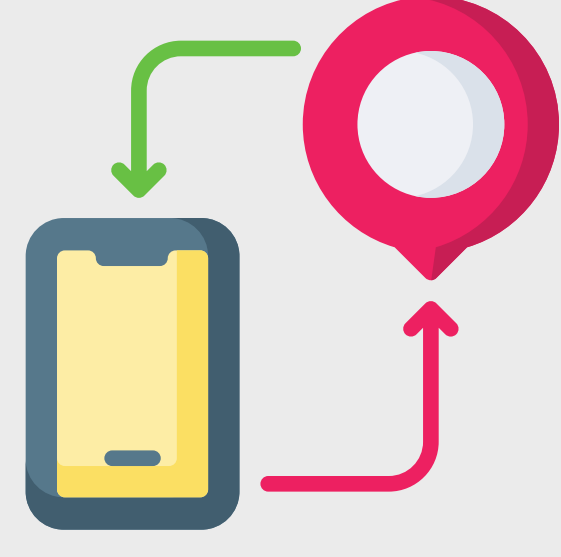
Case Study

LatentView Analytics developed a chatbot for a large online retailer. Our chatbot enables them to get answers to voice queries such as: "What is the same-store sales quarter-over-quarter in Pacific Northwest?" It helped improve the user experience for the end-users when they wanted information and insights. It also reduced the time to garner insights considerably.

The use of Digital Wallets is increasing, but protection of consumer privacy is a concern



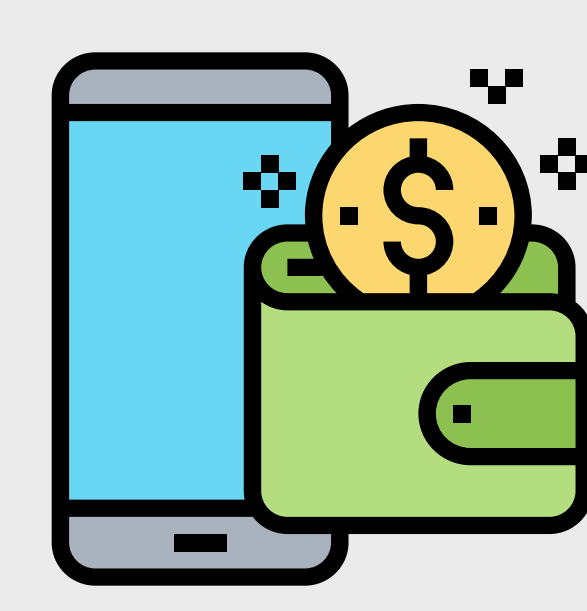
Retailers will likely lose quite a bit of data and targeting ability in the beginning as these regulations and policies take hold, but there's a significant opportunity for them to also boost investments in gathering and analyzing other consumer data for personalized targeting



Retail brands/advertisers will need to find ways to deal with things like the end of third-party cookies and Apple's IDFA and App Tracking Transparency feature



62% of Americans say they are somewhat or very concerned about the privacy of their personal identity when shopping online



Digital wallets allow customers to load the cash and pay using cellphones

All of this opens up significant opportunities for retailers in consumer analytics for marketing, merchandising, supply chain, and more.

There is much pent-up demand for getting back to physical stores for apparel and footwear. However, for lower involvement items like groceries and home care, the shift toward online shopping will be more permanent.

GET IN TOUCH WITH US

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Source: Forbes Interview with Bhava Kompala, Global Business Head of Retail at LatentView Analytics