

The Future of Store Operations

The retail landscape is constantly changing. With a focus now on omnichannel, we asked retail leaders across EMEA their views on the future role of stores, the challenges they face in the next two years, and the role technology will play.

Top Three Challenges in Creating Tomorrow's Stores



64% of retailers see **creating differentiated experiences** as the biggest challenge.



52% say **legacy systems** are holding them back.



50% want to create a **human-to-human connection**.

What the Future Store Looks Like



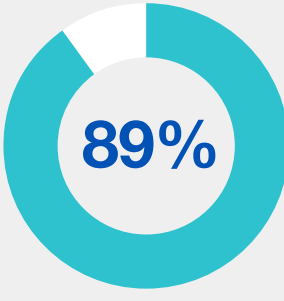
Retailers see the future store as a **digital and physical hybrid** – omnichannel supported by technology to deliver a seamless experience.

"There are many changes ahead in retail, but digital technologies will increasingly drive retail business."

Head of Omnichannel IT, Grocery, Spain



Retailers predict stores will be **immersive brand hubs** supporting e-commerce – a place where consumers can see, feel and try products to then order online.

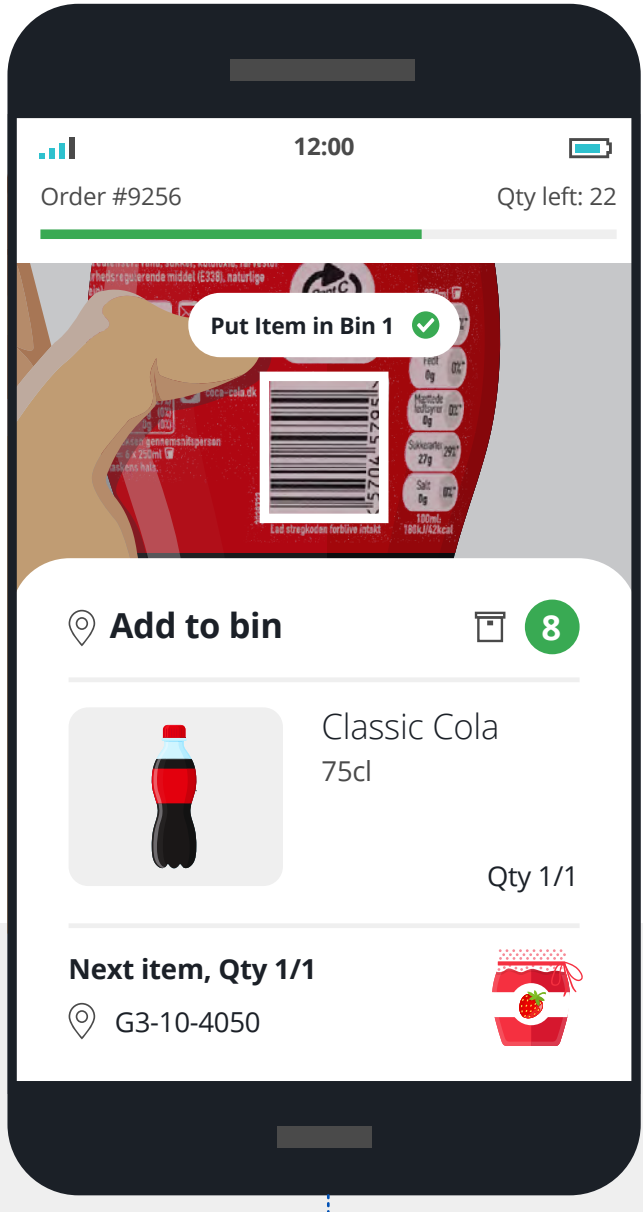


89% of EMEA retail leaders say it is important to forge an in-store digital connection with customers.

"Stores will offer a hybrid experience space that physically connects customers to the brand and inspires them to do so."

Head of Retail Design, Electronics, DACH

The Biggest Technology Challenges in Creating Future Stores



67%

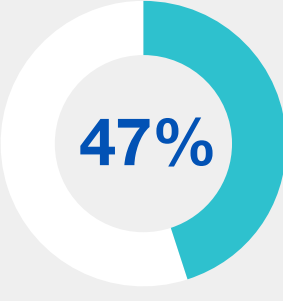
see **integrating new technology** with existing systems as the biggest challenge.

48%

are concerned about **poor user experience**.

45%

are challenged by **out of date hardware**.



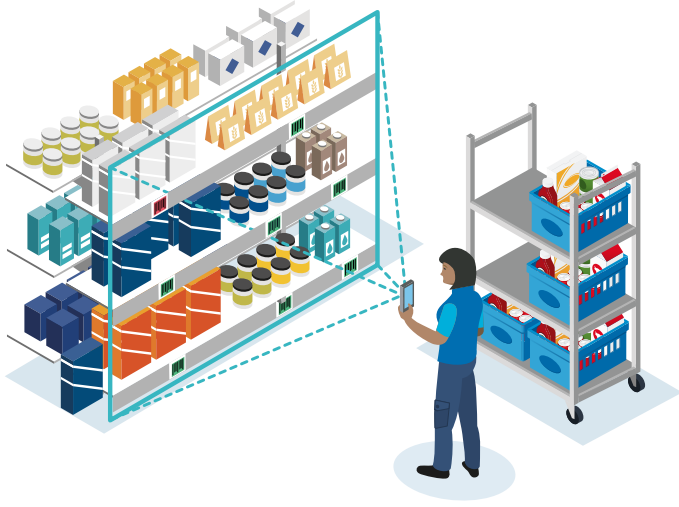
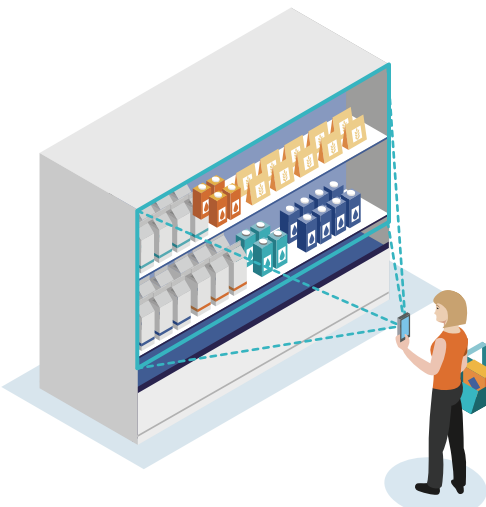
Nearly half of retail leaders say that without updating their technology, retail employees will continue to endure a poor user experience.

The answer is close at hand. **Smart data capture on smart devices integrates easily with any existing infrastructure, and is both familiar and simple to use. It enables store associates to do tasks faster with a better user experience.**

Where to Focus Technology Investments to Overcome the Challenges

For the customer

41% of retail leaders recognize that any technology investments must support a better **customer experience**.



For the store associate

In-store technology is about **making store associate tasks more efficient** so they can offer better support for customers.

Top 4 tasks retail leaders say require the most technological assistance:

57%

Inventory Management

53%

Shelf Management

49%

Clienteling

36%

Order Picking

"Smart devices need to be portable so that staff can take them everywhere."

Head of Innovation, Grocery, CEE

Why Smart Data Capture Offers an Affordable Solution

The advantages retailers see of using lower cost smart devices with smart data capture powered apps in their store operations.

63%

Can be used for a variety of tasks (single device strategies).

56%

Affordability and scalability.

52%

More adaptable and futureproof.

32%

Familiar to store associates.

Retail Operations Research Scope:

111 major European retailers

21 countries

C-level executives and directors in IT, operations, sales, and innovation.



Dive into the Research Findings in More Detail

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Scandit Smart Data Capture on smart devices provides actionable insights and automates end-to-end processes by capturing barcodes, text, IDs and objects.

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