

Part 3: Win the Customer Loyalty Battle

2023 Retail Tech Trends: Why Smart Data Capture is a Priority

How the evolution of data capture technology helps unlock digital potential, navigate disruption and create differentiation.

START

[Point of View Ebook](#)





The Retail Reality: Adapt to Thrive

Today retailers are having to reassess, rethink and revamp almost every aspect of their operations – and all at a pace never before experienced.

Hyperinflation, disrupted supply chains and cost pressure must be handled. Consumer demands are shifting at speed, from surging omnichannel expectations to Generation Z's focus on sustainability and experiential.

Employee attrition is creating shortages and a battle for talent. Inexorable digital transformation leaves legacy and leading edge technologies co-existing, causing integration headaches.

It all comes down to data

But the fundamentals of retail haven't changed – to buy things, move things and sell things. Operations must remain profitable and efficient, while reacting and evolving to the market with smart, informed decisions.

Data underpins this decision-making and technology is the key to unlocking it. When you empower the right people with the right data – and the flexibility to adapt as the world changes – you create not only a competitive advantage, but a differentiator. And that's where smart data capture comes in.

It's a flexible, future-proof technology that connects retailers, frontline workers and customers with real-time information, to provide actionable insights, automate processes end-to-end and deliver digitally-enriched experiences.

Samuel Mueller
CEO, Scandit



In this series of guides, we'll explore how smart data capture has the ability to create everyday superheroes throughout retail organizations and empower customers, not just today, but tomorrow to navigate a world that is ever changing.

What is Smart Data Capture?



Win the Customer Loyalty Battle



Nisa Case Study

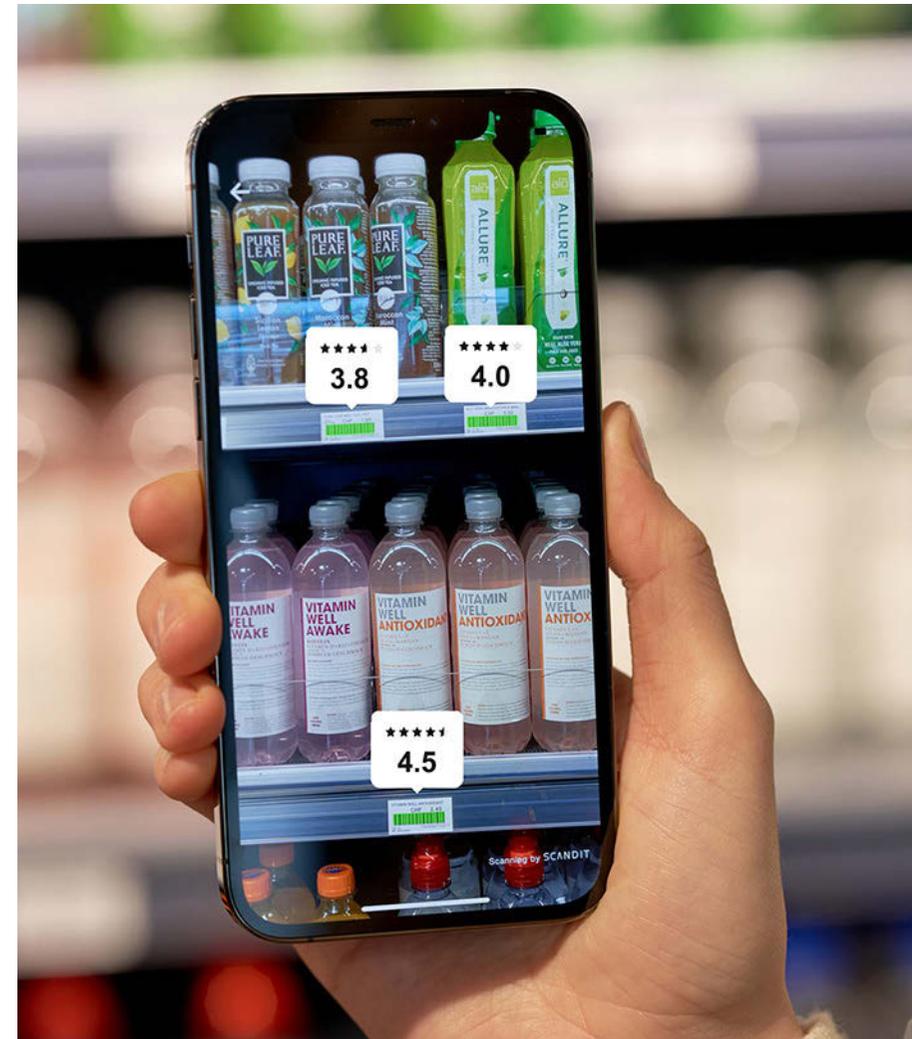


Conclusion



What is Smart Data Capture?

Smart data capture enables real-time decision making and workflow automation by capturing data from barcodes, text, IDs and objects.



Capture and access real-time data



Barcode Scanning



ID Scanning



Text Recognition



Object Recognition

Smart data capture can be integrated into any application or ecosystem – powering operational and customer-facing processes for store associates and shopping experiences for consumers.

The technology enables retailers to transform any device with a camera into a high performance data capture and visualization tool, including smartphones, tablets, robots, drones and wearables.



Smartphones



Tablets



Robots



Drones



Wearables

Smart data capture can be deployed on lower cost, versatile smart devices that both frontline workers and customers already use. The benefits of smart data capture include:

- Improved workflow efficiencies
- Reducing operating costs
- Boosting productivity and employee satisfaction
- Elevating customer experiences



Win the Customer Loyalty Battle

Customer expectations have risen, while loyalty to specific brands has decreased.

It's clear that changing consumer habits are here to stay. Smart data capture helps retailers to continuously adapt, without disruption, to meet evolving needs and create differentiation.



At a time when consumers are demanding greater flexibility, customization, and responsiveness, many retailers lack the tech foundation to meet these expectations.

[McKinsey & Company, 2022](#)



Consumer disloyalty is increasing

32% of customers will leave a brand after just one bad experience, 59% will walk away after two.

Source: PwC, [Future of Customer Experience](#)

Retail service must excel, with a consistent experience across all channels. While continuously innovating services and experiences to attract, and crucially, retain customers amidst intense competition.

Associates are essential to customer experience

49.5% of retailers believe creating human-to-human connections in store is a major challenge.

Source: [The Future of Store Operations 2022, Scandit Research Report](#)

While speed and convenience are still a huge focus, the human interaction between workers and consumers is vital in preventing walkouts, winning loyalty and repeat business.



Physical retail isn't going anywhere

In the US, 81% of Gen Z consumers prefer to shop in store to discover new products.

Source: [Kearney](#)

Despite the surge of e-commerce, physical retail still has a critical but shifting role to play, as in-store experiential becomes a key competitive differentiator.

Personalized offers and interactions

29% of consumers intend to actively research the best promotions more frequently.

Source: [McKinsey](#)

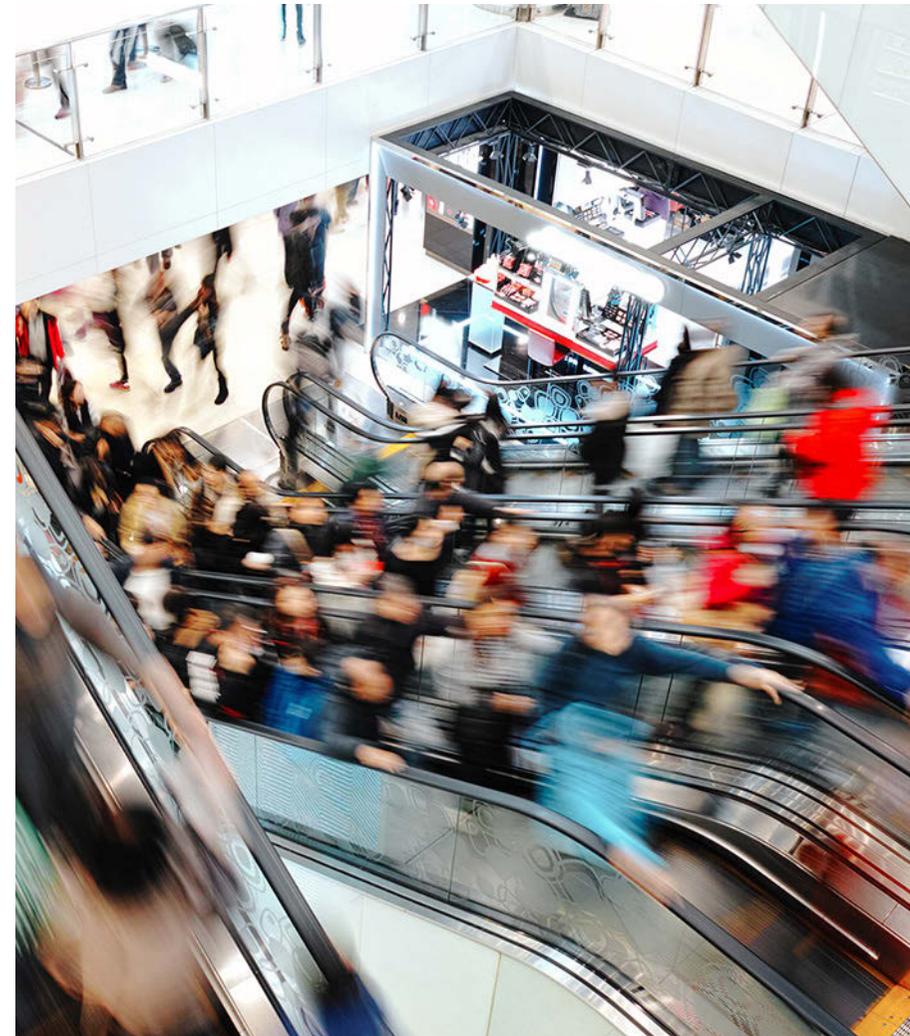
Inflation and cost pressure will drive consumers to seek out bargains, selecting when and where to spend. Actively engaging them with personalized, relevant promotions across all channels is key.

Win the Customer Loyalty Battle

How Smart Data Capture Helps

Customer demands are easy to list, but harder to meet all at once – more speed, less friction, seamless interactions across channels, new and better experiences powered by personalization.

Smart data capture helps retailers address these competing customers' needs to add value across different shopping journeys.



Efficient, friction-free shopping

Mobile self-scanning apps are popular when shoppers want to shop, scan, pay and leave at their own pace – with no queues and minimal hassle. Already widely used in grocery and convenience stores, but also increasingly adopted in fashion and other retail stores.

Smart data capture-powered apps can elevate self-scanning experiences:

Fast, accurate scanning in real conditions (at angles, in poor light, on damaged or small barcodes) on any smart device model ensures a smooth experience that they are more likely to want to repeat.

Add intelligence to differentiate experiences, e.g. proactively alerting customers when they have only scanned part of a buy one get one free promotion.

Elevate mobile self-scanning by serving up useful data using AR to make informed purchases. Customers scan the shelf to see product details or recommendations highlighted on screen.



Case in Point

Sporting goods retailer [Decathlon launched a self-checkout app](#) to buy or order things, providing customers access to all products (even those not in-store that day), making shopping convenient with fast and accurate barcode scanning – contributing to approximately 15 to 25% of in-store transactions in Singapore. And with 90% customer satisfaction, it's clearly working.

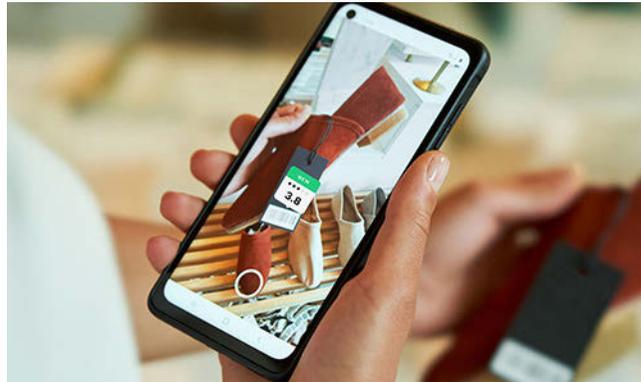
Digitally differentiated, personalized experiences

Consumers increasingly don't differentiate between physical and digital experiences when considering their relationship with a brand. Effective omnichannel is table stakes today.

Smart data capture helps connect the shopper in store with a wealth of data that they are used to accessing online, using the smartphone in their hand and the ubiquitous QR codes they have been conditioned to scan in the pandemic.

It blends the online and offline experiences seamlessly with access to omnichannel services, while linking a consumer app with a loyalty program enables retailers to serve up targeted, personalized offers. And using AR to digitally present information and offers overlaid on the real-world on their smart device, creates a more compelling experience.

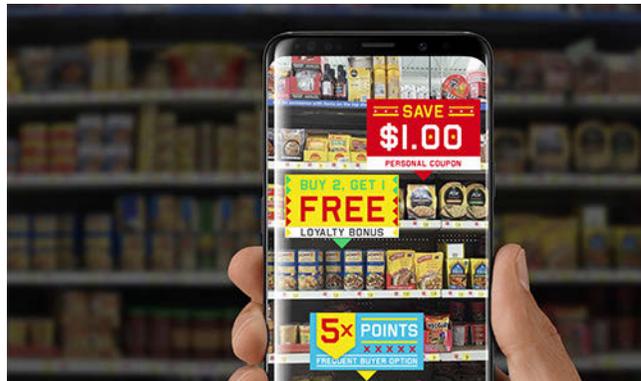
Here are a few experiences smart data capture can deliver:



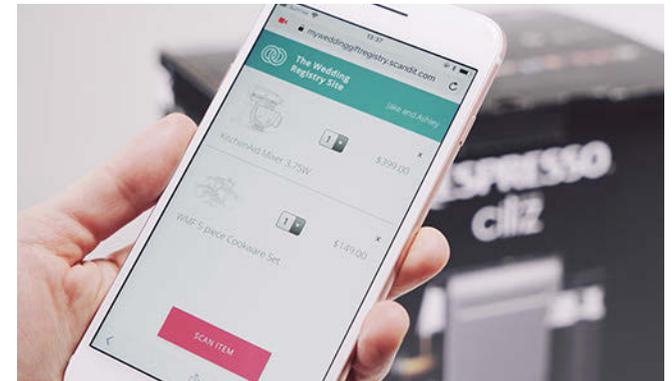
Scan products, see information on screen, instantly order, arrange pickup or delivery.



Not available in your size? Check local store availability or arrange for ship-from-store.



Receive multiple, personalized product offers on screen that become live with a tap.



No app? No problem. Brands can add scanning capabilities to websites or web apps.

Support evolving store concepts with smart data capture

As retailers adapt to changing consumer needs and ways of shopping, they need flexible technology which enables them to embrace new store and retail formats.

Here are a couple of examples of evolving physical retail store formats that smart data capture helps support.



Embrace Retail-as-a-Service

A new trend is for stores to offer a Retail-as-a-Service (RaaS) model, where various brands will be invited to promote products in a shared space. One example is [Situ Live](#) in London.

There is less emphasis on holding inventory and more on delivering an immersive shopping experience – where consumers view and trial products to create an emotional connection with brands.

Many brands renting the space do not even aim to sell. Instead, they seek to attract large numbers of consumers into experiential showrooms to capture valuable data to assess preferences and shape future retail experiences.

Experience products without pressure

Although products are shown, there are no prices, nor any transactional pressures. Instead, visitors scan QR codes to see more information and get links to e-commerce sites. Seamless scanning is a must in this scenario and smart data capture delivers it.

With RaaS, brands gain a data-rich view of who is visiting their retail space, along with what they are looking at and for how long. This inputs into the brand's decision-making as well as the customer's omnichannel journey.

Smaller store formats with constant product cycle refreshes

Using smaller stores seems counterintuitive to selling more. But it prevents having to have large rent-heavy store locations or holding high levels of inventory.

One example is Bloomie's – a mini version of Bloomingdale's. It is just 10% the size of a full-scale department store. Its small size means it must undertake constant product refreshes to showcase its full range. But these keep customers coming back for more.

Endless aisle optimized

The store uses fashion retail technology to deliver an endless aisle concept and has optimized its small footprint by offering in-store pickup and home delivery.

Retail associates use devices with smart data capture to access wider inventory details. And by scanning QR codes on signage with smartphone apps, customers can connect with product experts based in larger department stores. These sorts of services allow brands to provide a high level of expertise via their associates.

Smart Data Capture in Action: Nisa

Supplying more than 4,000 independent stores in the UK turning over in excess of £1.7bn, Nisa provides stock and retail support to their store-owner partners.

Nisa was keen to use technology to keep their customers informed and aware, whilst allowing them to be in control of the experience. The answer? Deploy Jisp's mobile app-based vouchers system called Scan & Save, integrated with Scandit Smart Data Capture platform.

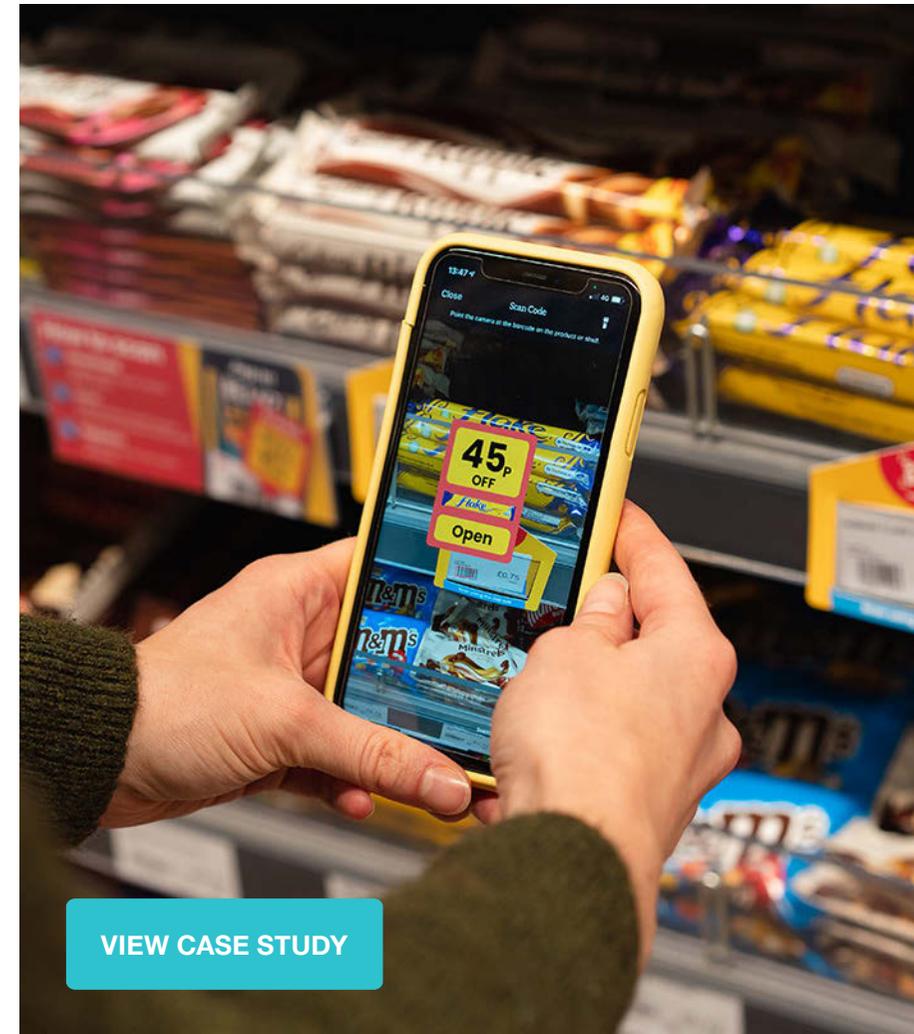
Nisa customers would be able to benefit from Scan & Save to read product barcodes which then present exclusive promotions via an augmented reality overlay, where they can then save and redeem directly from their mobile device.

- In excess of 32,000 redemptions on Scan & Save vouchers from 2,000 pilot customers
- 81% repeat purchases with an average of two visits per month
- 80% conversion between voucher issued to redemption



Through Scandit's augmented reality within the Scan & Save app, Nisa shoppers can receive instant product information, including allergens and reviews, enabling informed buying decisions, uplifts in sales, shopper engagement, and retailer product ordering.

Greg Deacon, Jisp's Chief Customer Officer



[VIEW CASE STUDY](#)

Conclusion: Explore the Possibilities of Smart Data Capture

Adapting with change and making clear informed decisions will separate the success stories from the also rans as retail navigates a tricky landscape coupled with new opportunities over the coming years.

With smart data capture, retailers are empowered to use the right tools to capture and access information in new ways. It can be deployed into any ecosystem or application, leveraging smartphones, robots, drones and wearables.



Upskill & Shift

Empower workers & customers in the moment



Actionable Intelligence

Get real-time data to make smarter decisions



Efficient & Agile Operations

Adapt to a changing world

Explore the Retail Smart Data Capture Series

Smart data capture technology is transforming the way associates work, differentiating with better data, taking customer experiences to new levels and delivering superior business outcomes.

DISCOVER MORE

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