

# Get to Know Your Shopper Types and Offer the Right Journey

Shopping has changed forever. Retail will continue to evolve to meet changing shoppers' expectations—from seamlessly synchronized in-store and online experiences to secure, convenient and fast shopping journeys. Can one checkout solution really meet the needs of every shopper in your store? We talked to retail strategy expert Bill Inzeo and our own Anja Popp about how mobile journeys can enhance the shopping experience and offer certain segments the option they've been waiting for.



**Anja Popp**  
Senior Analyst, Global Market Intelligence,  
Diebold Nixdorf

I would say yes as long as we are talking about technology as part of an experience that shoppers crave. In our research we found five specific motivations that led shoppers to use technology during their journeys: Ease, Self-Sufficiency, Information, New and Exciting Experiences, and Trust. So for different shoppers, the core motivation will vary.

We specifically researched in-store technologies in the grocery segment, where stores stayed open across the pandemic. Self-checkout was definitely a winning solution, mostly showing double digit shares of new adopters even for countries where the technology has already been available for quite some time.

Retailers always need to keep their customers' core motivations in mind. For example, the segment whose core motivator is "Ease" is not looking for innovation per se. To them, technology is a problem solver. Staffed checkout is preferred, but self-checkout is used to skip queues. Solution design should focus on simplicity, and store associates should be factored in as evangelists in rollouts.

Mobile certainly has numerous impacts. Our research indicates "Information" becoming one interesting playground. Shoppers with this motivator showed a high inclination toward mobile solutions like checking product availability ahead of store visits, or looking up product origin, nutrition facts, etc. The sustainability megatrend seems to support such considerations.

The good news is that—at least in grocery—the physical store still remains the primary channel for shoppers. Consumers may not always require a total revolution. Yet, we see retailers becoming more data driven and shoppers demanding support in their individual moments of need. I see mobile as the glue in between.



## DO YOU FEEL THERE ARE PARTICULAR TECHNOLOGIES THAT DRAW SHOPPERS INTO STORES?

## DO YOU THINK THE COVID-19 PANDEMIC HAS BEEN AN ACCELERATOR TO SHOPPERS' TECHNOLOGY SAVVINESS?

## WHAT DO RETAILERS NEED TO CONSIDER TO ENSURE TECHNOLOGY ADOPTION?

## HOW WILL MOBILE TECHNOLOGY SHAPE RETAIL JOURNEYS?

## WHAT ARE YOUR THOUGHTS ON MOBILE TECHNOLOGY DISRUPTING THE RETAIL INDUSTRY?



**Bill Inzeo**  
Product & Solutions Global Strategy/Retail,  
Zebra

I do. Technologies that can provide any level of convenience to customers can be a draw. If you look at something as core as checkout, there are customers who are going to select certain retailers not only for the types of products they sell, but also for the way in which they can conduct their shopping trip. Especially in a "post-pandemic" environment, options like self-checkout are going to appeal to a subset of customers in a way that looks different today than it did in 2019.

I think the pandemic has been an accelerator of nearly all aspects of our lives, generally, including tech savviness. The shift in business to online shopping, and then beyond that to in-store or curbside pickup, out of necessity for our personal safety, was the equivalent of a once-in-a-lifetime (we hope!) accelerant. The motivation behind ensuring our own personal safety, and the pathway to that being technology, has changed not only how customers think about how to leverage technology, but *retailers* as well.

Value. It always has been, and always will be, about the value of the technology to the customer. As we've discussed, we've seen a level of technology adoption sooner than we would have had there not been a pandemic. That adoption level is likely to maintain, so from there it's a matter of building on that adoption. The building blocks will be comprised of value components like: convenience, personal safety (which has been redefined), financial value (how can technology bring the customers savings?) and ease of use (if it feels like unnecessary bells and whistles, it may feel too incremental to adopt).

It's already changed retail fundamentally. It used to be that a "mobile first" approach was an aspirational strategy retailers were driving toward on their innovation and technology roadmaps. Mobile is foundational now. Retailers are using mobile devices to conduct almost all components of their daily operation. Inventory Management, Pricing and Promotions, Customer Interactions, Checkout. Mobile is here. I think we're going to see increased focus and adoption around how customer mobility can be leveraged to deliver the value-add experiences that encourage adoption inclusive of convenience, personal savings and personalized interactions (virtually or in "real-life").

It already has. What comes next is likely to be rooted in two things. For the customers, how can retailers remove as much friction as possible from the shopping experience and leverage in mobile technology while maintaining the core shopping experience expected (in-store and online)? For retailers, how can retailers build on the mobile foundation they now have in place to drive more efficiencies into their operations and unlock time being spent on tasks that are not as valuable as customer interactions?

### THE TAKEAWAY

Retailers are at a critical inflection point: evolve consumer and staff journeys—including store infrastructure—or risk being outperformed by more agile retailers. We encourage retailers to assess their IT and business teams to find ways to improve the customer experience and staff journeys with mobile technology.