

Mobile-First Retail

RETAILERS' MOBILE STRATEGY NEEDS TO BE FULLY CONNECTED THROUGHOUT THE ENTERPRISE TO FIT INTO THE FULL RETAIL ECOSYSTEM

Retail stores currently equipped with mobile devices ⁽¹⁾

- 77% For regional/field managers
- 57% For managers
- 33% For associates



66%

Shoppers open a mobile app in a store to view personalized offers and discounts ⁽²⁾



Top store-execution functions that would be measurably improved through better communications tools and methods ⁽¹⁾

1. Price changes
2. Merchandising
3. Marketing campaigns
4. Product launches
5. Promotions
6. Training

60%

Retailers lack the staff to install, roll out and manage mobile devices and setup users ⁽³⁾

48%

The amount of rugged handheld devices four years or older ⁽⁴⁾

2-4 DAYS

Traditional keyboard-based training time in warehouse and distribution center operations. Training on modern touch-centric applications can be reduced to hours. ⁽⁴⁾

What's driving investments in mobile retail solutions? ⁽⁵⁾

- 50% Enhancing customer retail experience
- 32% Improving supply chain efficiencies

67%

Retailers that plan to use mobile loyalty programs within three years ⁽⁶⁾

20%

Retailers that have implemented mobile POS; 70% are expected to have it within three years ⁽⁶⁾



Retailer Technology Investment Plans Over the Next 12 Months ⁽⁷⁾

- 50% Mobile POS
- 44% In-store mode for customer mobile app
- 42% Associate mobile devices
- 38% Contactless payment



55%

Enterprise mobility decision makers looking to third-party solution providers to manage operating system migration ⁽⁴⁾

Source: 1- RIS, "Store Execution Versus Chaos Battle Plan;" 2- RIS, "Retail 2025 Shopper Study;" 3- IHL, "Retail's Top 5 Challenges when Deploying Mobile;" 4- VDC Research, "Modernizing Legacy Mobile Applications;" 5- VDC Research, "Digital Transformation in the Age of the Hyper-Connected Consumer;" 6- BRP, "2018 POS/Customer Engagement Study;" 7- BRP, "Retail's Digital Crossroads: The Race to Meet Shopper Expectations"