

The DIY Store of the future

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Insight Retail Group

'Delivering competitive advantage through information, intelligence, ideas & insight for the Home Improvement Industry'.



Our Compare Websites

Kitchen-compare.com

[Home](#)[Model Kitchens](#)[Choose my](#)[Compare](#)[Installation](#)[Kitchen Ideas](#)[Promotions](#)[Kitchen Life](#)

Say hello to our
beautiful new range!



Last updated on:
17th February 2014

Welcome to Kitchen-compare.com

We know choosing a new kitchen can be tricky and time consuming and so we've done the hard-work for you. We've brought together a carefully selected collection of kitchens from the largest UK retailers, grouped them into styles and provided prices based on the three most popular rooms.

- ✓ Save time and money in your search for a new kitchen
- ✓ Only website that holds the prices of all major retailers
- ✓ Compare kitchen prices and promotions across retailers
- ✓ Prices checked and updated daily
- ✓ Over 150 kitchens featured and growing
- ✓ Receive exclusive offers through our kitchens newsletter
- ✓ Compare kitchen quality and spec's across the retailers
- ✓ Compare services and guarantees offered by retailers
- ✓ Gain a better understanding of the design process
- ✓ Looking for inspiration - see our Kitchen Ideas section

Choose My Style



Contemporary

Elegant, sleek and streamlined with bold



Classic Shaker

Understated and stylish with a natural



Traditional Wood

Enduring style and charm with natural

kitchenlife

Sign up for our regular
newsletter with latest
offers and new product
updates

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Ideas & Tips

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Bathroom
compare.com



Bedroom
-compare.com

Kitchen
compare
Trade.com

INDEPENDENT PRICE CHECK
Prices updated everyday

The Changing Consumer

The balance of power shift

Brand Power



The brands decided which retailers could stock their products.

Retailer Power



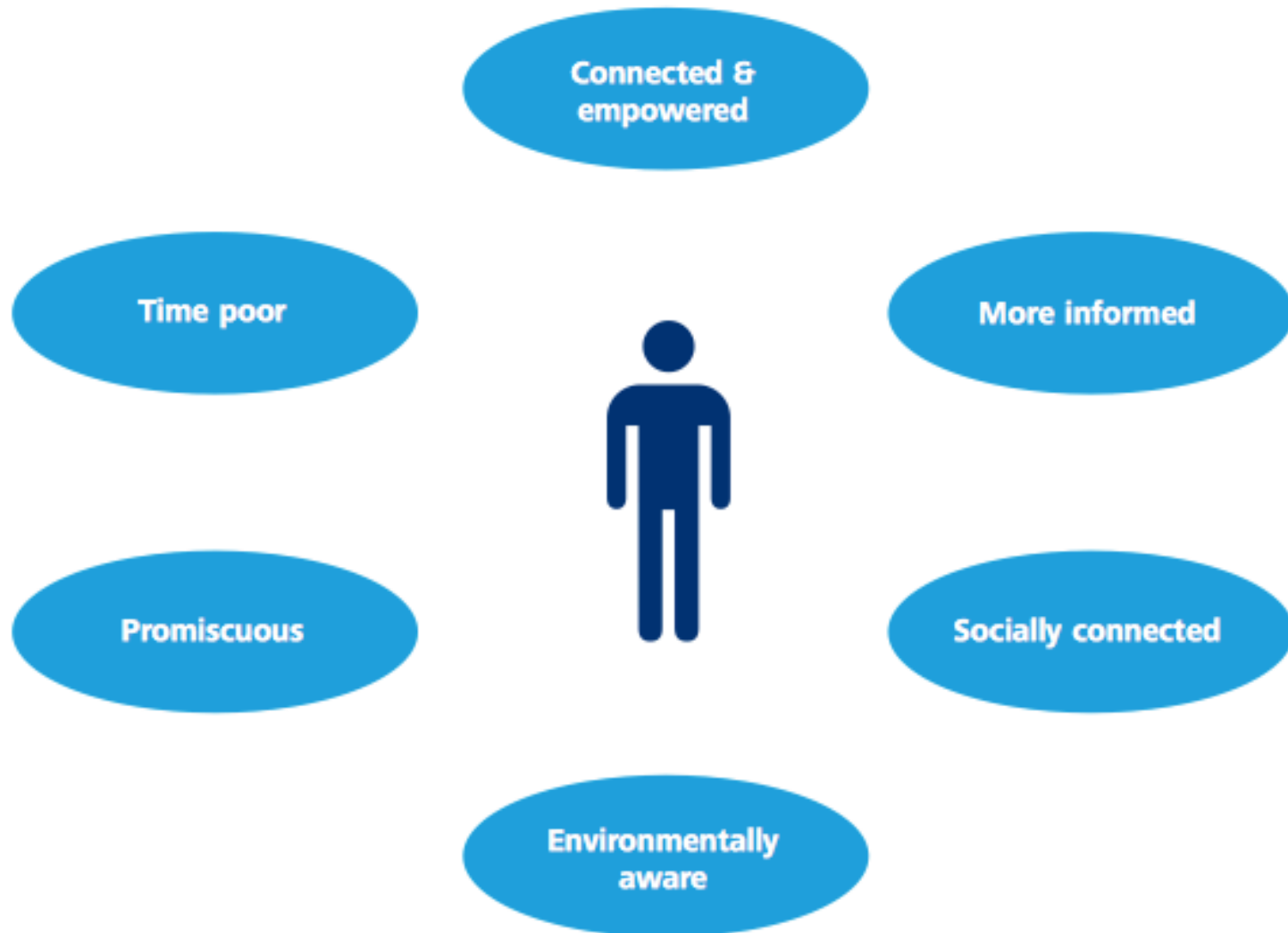
The retailers decided what products to range in their stores.

Consumer Power



The consumer decides where they want to purchase products.

Today's Consumer



Retail Touch Points



- There are now so many ways in which consumers can engage with a retail business.

The Future of Retail

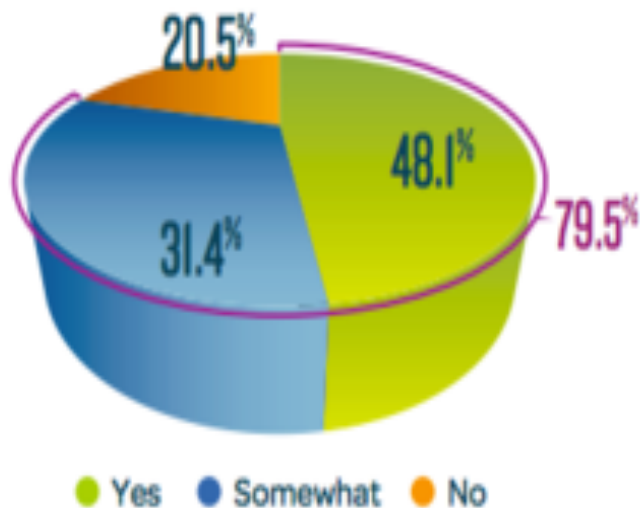
Source: Motorola Solutions Survey (US)

In the next 5 Years...

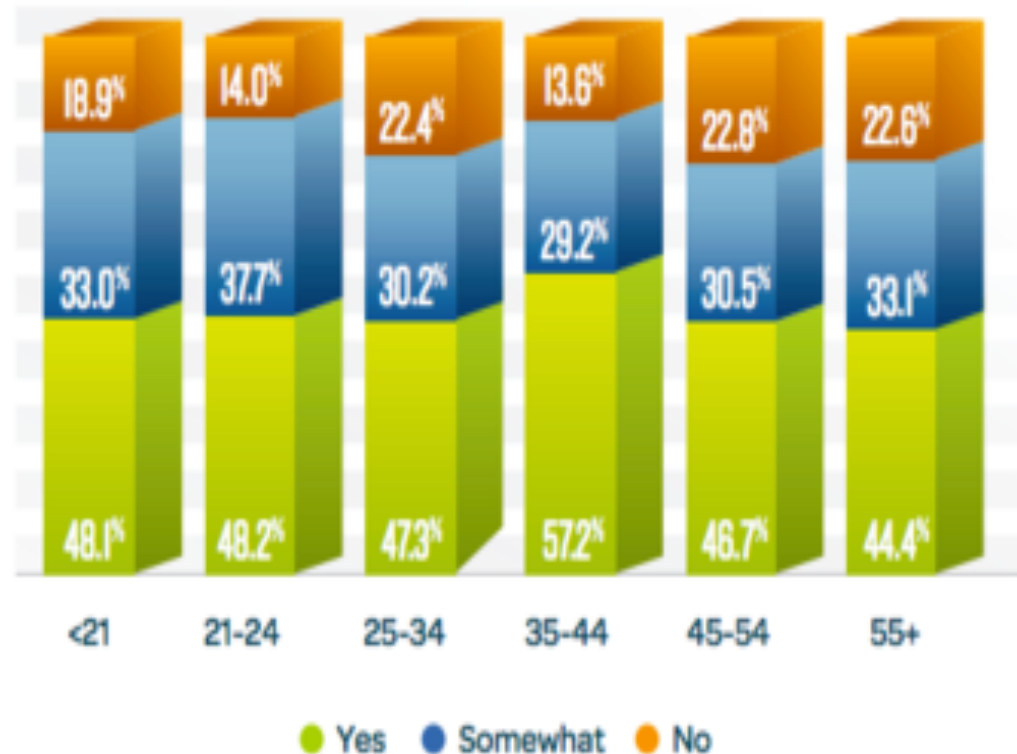
- 74% of retailers believe that developing a more engaging in-store experience is going to be business critical.
- 56% of all transactions will be completed via mobile point of sale, self checkout at a terminal, or on a shoppers mobile device.
- 42% of sales will come from on-line, mobile and social commerce sites.
- 42% expect to send coupons based on a customers location in the store.
- 41% expect to provide personalised product details, based on previous behaviour to a shoppers smart phone.
- 35% expect to recognise their customers in the store with geofencing or presence technology.

In-store Wi-Fi

Would the availability of in-store Wi-Fi
influence where you shop?



Source: JIWire, Q4 2012



Source: JIWire, Q4 2012

Consumer Expectations



- Consumers expect stores to deliver what cannot be delivered online.
- 75% of consumers research both on-line and in-store before purchasing and expect that information to be available in-store.
- Consumers expect and value a personalised service.
- 36% of consumers would find 'desirable' the opportunity to scan bar codes and access product information in-store.
- Consumers do not expect differences to exist between the retailers channels and expect to be able to use same accounts and loyalty schemes.
- Consumers expect retailers to adopt innovative payment technologies.
- Consumers expect high levels of convenience, flexibility and immediacy.
- Being able to quickly collect products ordered on-line is the norm.
- Products returned in-store are expected to be handled efficiently and flexibly, with options to meet consumer needs.
- Consumers expect personalised and consistent service across channels.

What consumers want

The right product

At the right price

When they want it

Where they want it

How they want to pay for it

Full after sales service



Is it the end of the traditional store?

B&Q and Morrisons announce Sunderland store deal

B&Q and Morrisons have announced that they have made a deal to convert the B&Q Warehouse store in Deptford, Sunderland to include a new Fresh Format Morrisons supermarket.



Radical Change

'In this new reality, incremental adjustments to the store format and portfolio will no longer be sufficient to survive, a radical rethink of the purpose of the store in the consumer shopping journey and the number of stores required to reach the consumer is necessary'.

Deloitte – Retail Thought Leadership Series

The Retail Store of the future

Content

- The retail journey
- Virtual product displays
- The importance of consumer reviews
- 3D printing technology
- Payment Solutions
- Google Glass
- Geo-fencing technology
- Vouchers & Cashback websites

What a difference 100 years makes!

Shopping 1914



Shopping 2014



Argos Store of the Future



- Brochures replaced with iPads.
- Section to browse videos & reviews.
- Free in-store Wi-Fi.
- 60 second fast track click & collect.
- Posters replaced with dynamic screens.

Virtual Product Displays

Virtual Product Displays

Tesco Homeplus store trial
in South Korea .



Virtual Paint Displays

Paint displays could be replaced with images of virtual tins with much larger paint chips and room set images showing each paint colour.



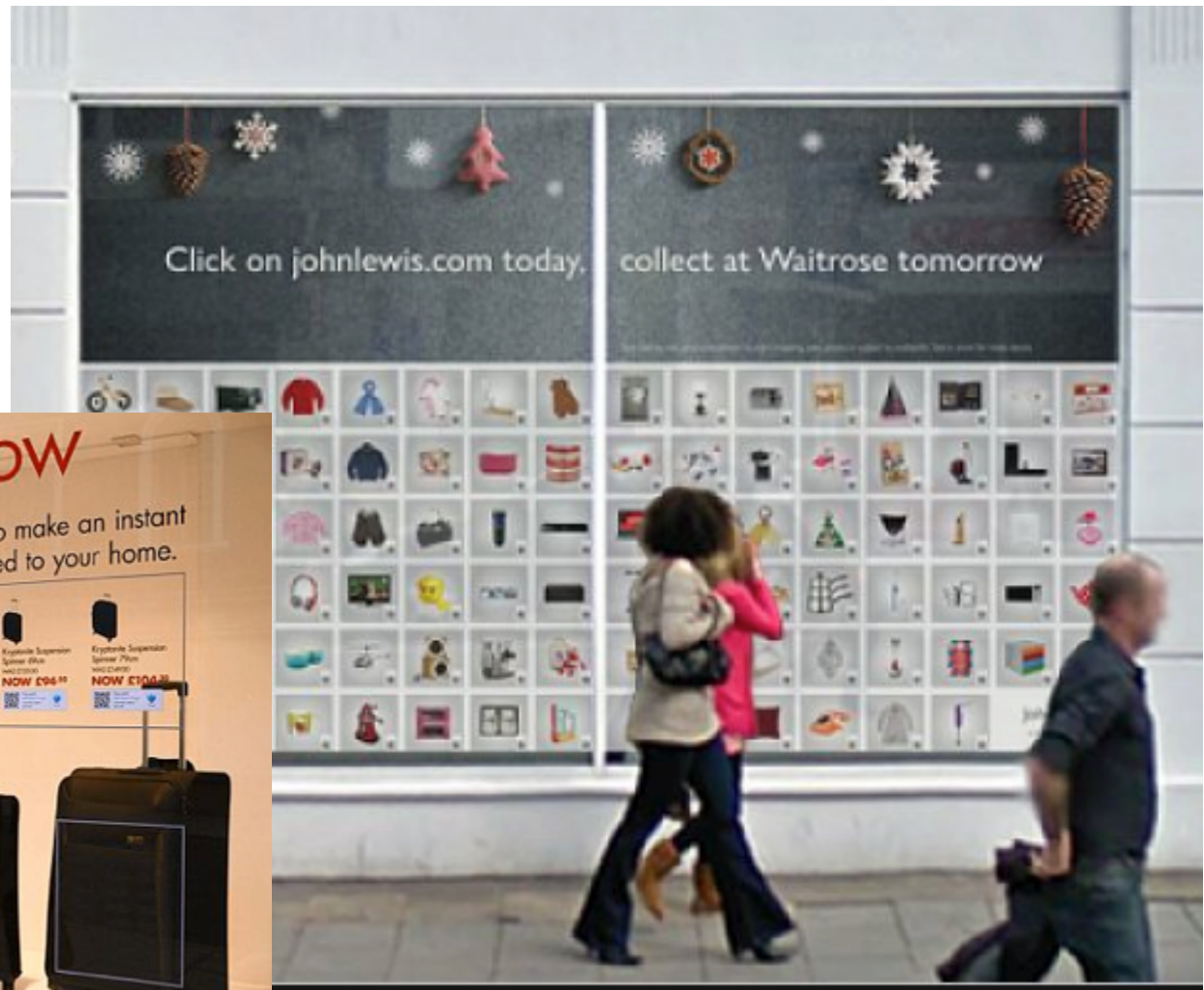
This could be achieved by having an easy to use self selection tinting machine.

There would be a significant positive impact on the value of retailer stockholding.



24 Hour Purchasing

You can still buy from a bricks and mortar store, even if closed.



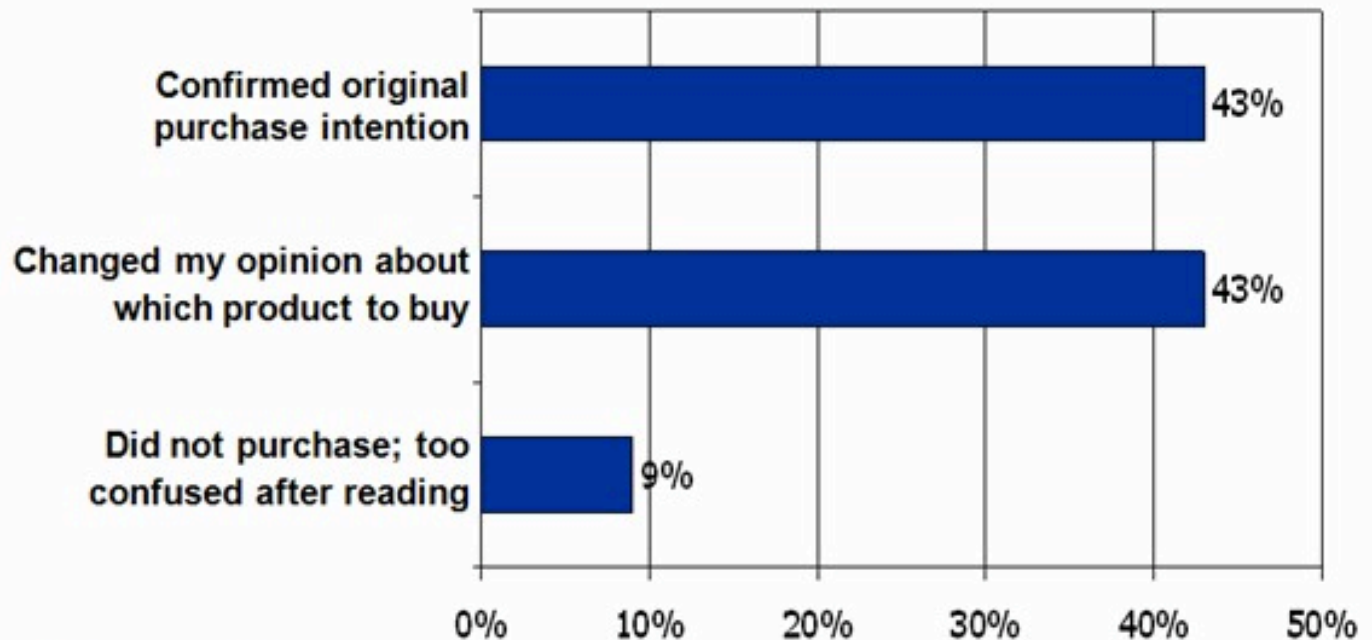
The importance of reviews

Consumer Reviews

Consumers now trust on-line reviews from complete strangers, more than they trust retailer store staff.

82%* Say Their Purchase Decisions Have Been Directly Influenced by Reviews

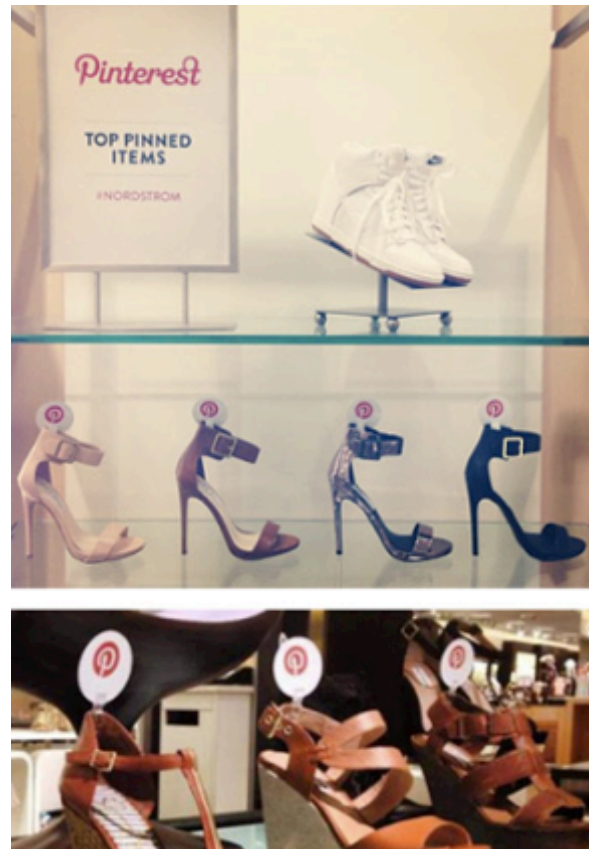
Deloitte.



* of those who read reviews

Nordstrom

Nordstrom is the most followed brand on the social media website Pinterest, and highlights in store the items that have been 'pinned' the most.



4.4 Million
the number of users following Nordstrom,
the most followed brand on Pinterest.

C&A Brasil

South American boutique retailer C&A Brasil is using a new hanger technology that digitally displays how many "likes" a garment has on Facebook.

Specific items are listed on the retailer's FB page where users are encouraged to "like" their favorite items, which will then be reflected on the small digital monitor attached to the corresponding hanger in the shop.



Relevant to our industry?

There's no reason why each product couldn't have some form of review information taken directly from the retailers websites.

This could include customer reviews, a ranking by sales out or even a direct link to a YouTube video for each product.



3D Printing Technology

3D Printing

This '3D printing' made its Bond debut in Skyfall, but it's rapidly gaining widespread adoption across a host of industries.

The film's producers used 3D printing to make three full size DB5 models, each with 18 parts, so they could be filmed - and then blown up - without damaging the original. Immaculately finished, each model is indistinguishable on screen from a real DB5



3D Printing at home

The option of purchasing a 3D printer for your home is becoming a reality as the technology accelerates and prices fall.



In-store service

No reason in future, why retailers couldn't offer an in-store service which included the 3D printing of products, parts or spares.



Payment Solutions

Google Wallet



Already available as a download, Google Wallet is a mobile payment system that allows its users to store information on their debit/credit cards, loyalty schemes and promotions.

Also enables payment via NFC (near field communication) by simply tapping the phone on a PayPass Reader.

Pay Anywhere

Pay Anywhere technology means that store staff can come to you anywhere in the store to take payment and no more queuing at tills at the weekend.



Google Glass

Google Glass

Google Glass is a head mounted mobile computer, with similar functionality to a smart phone.

Currently being trialled by thousands of 'Explorers' in the US.



Personal Showroom Tour

Your own personal interactive showroom tour, carried out by store consultants wearing Google Glass.



Geo-fencing Technology

How does it work?

Geo-fencing is a location-based service that sends messages to smartphone users who enter a defined geographic area.

Retailers can send promotions to customers' smartphones when they enter a store, shopping centre or car park.



Vouchers & Cashback Websites

Cashback Websites

≡ Browse

Search



Quidco



You've earned
£5.01



Support

B&Q offers & cashback

FASTER PAYING Premium only (upgrade)



B&Q is the UK's leading home improvement and DIY website. ... (Show more)

See Terms & Conditions



Estimated
payment

Premium

27 March

Basic

01 May

Quidco



Visit site & get cashback



+ Add to your bookmarks

Follow for retailer alerts

Broken link?

£ Cashback

Rates

4%

for all other Home Delivery orders

3.5%

for Reserve & Collect

Offers

All (4) Offers with cashback (4)

Dulux: buy one get one half price + up to 4% cashback

Expires: 13 Mar 2014

On Dulux, Crown and Colours coloured emulsion (exclusions apply, see t&cs) (Terms and conditions)

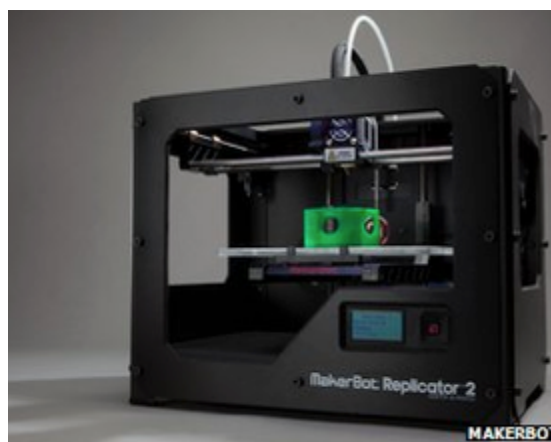
Get cashback



B&Q

Summary

Summary



Mastercard Worldwide

- There is huge pressure on the retail industry now to keep pace with the consumer and with the speed of technological change, that can be tough.
- Now, more than ever, nailing customer experience is critical and retailers need to provide a seamless service from the customer, from first contact through to payment.
- More than that, retailers need to understand their customers and their purchase history, so they can personalise their service and connect with their customer in an easy, relevant way, via whatever channel suits them.

Thank you