

Making the Move to Immersive Retail

Background

Retailers large and small have long relied on in-store advertising and signage to attract customers, promote individual products and product lines, and highlight sales and other offers. Although these promotional methods help drive sales and boost revenue streams, maintaining traditional, non-digital in-store displays poses significant challenges, particularly for large-scale retailers with multiple stores.

Many products and product lines cannot shine to their fullest via traditional displays. That's because non-digital displays offer a limited amount of viewable content per unit area. Retailers always face hard choices when deciding which products to promote most heavily and, consequently, which to marginalize. The spatial constraints of traditional displays also narrow the details that retailers can make accessible to customers. Shoppers hoping to learn product specifications can be disappointed to find only the most cursory information and must often seek additional assistance elsewhere.

The most costly display challenges are often logistical in nature. For every new product, product line or other promotion type that warrants a display, retailers using static, physical displays must take printing and production costs – as well as installation and disposal costs – into account. They must also coordinate with third-party service providers who create and install traditional displays.

The new standard

The desire to lower costs and to overcome the pain points involved with traditional promotional displays has led to an exponential increase in the use of digital signage in many segments of the retail sector. Across all industries, retail now accounts for a hefty 25 percent of annual digital signage installations.¹ This growth trend is unsurprising, given that the deployment of digital signage in retail can alleviate virtually all of the stresses and limitations that accompany traditional signage.

Retailers can program digital displays to present gigabytes of content in slide or video form, enabling a single screen to showcase substantially more products than non-digital displays. Even more important than volume, the impact of digital displays is significant. An Intel study found that digital signage captures 400 percent more views than static displays.² Digital displays

enable retailers to present consumers with entire product lines and provide high levels of detail, which improves the personalization of the customer experience, increases brand engagement, and frees employees to focus on other aspects of customer service and satisfaction.

Displays featuring interactive functionality allow customers to view more granular details of specific products and product lines, allowing them to do everything from examining a specific computer model's hardware specifications to viewing clothing in various color options – all with a simple touch of a screen. Digital displays with slot-in and centralized programming options allow for easy display management, with no printing or additional third-party services required.

Create a captivating, customizable, and eye-catching shopping experience

Retail is proportionally the largest market for digital signage. That's because displays are particularly well-suited for use in retail environments, providing flexibility and ease of integration. The widespread switch to digital displays is happening not only among retail giants but also among small businesses. Of all the digital signage units sold to retailers, small businesses buy two-thirds of them. They, too, understand the need and benefits of digital displays. No matter their size, retailers can enjoy the utility and accessibility of digital display solutions.⁵

Acquiring a new customer costs five times as much as retaining an existing one, and existing customers spend 31 percent more than new customers when they do buy, so a targeted focus on creating experiences that “wow” customers is a powerful driver of loyalty and can help maximize marketing ROI.³ Digital signage is also valuable in its ability to drive decisions among shoppers. One study found that digital displays can alter purchase decisions for 40 percent of shoppers.⁴

Retailers seeking to transform their businesses to provide memorable customer experiences and to position themselves at the cutting edge of technologically enabled consumer engagement need to adopt digital signage – and use them in innovative ways – to keep pace with the marketplace and meet ever-evolving customer needs. It will also allow them to attract new customers, provide an immersive shopping experience, earn loyalty, and build enduring consumer relationships.

ATTRACT NEW CUSTOMERS

Retailers worldwide are continually seeking innovative, cutting-edge strategies for attracting new business from first-time customers. Window displays and other display formats at store entrances have long been a major investment area for retailers pursuing new business. For good reason: In a survey, 76 percent of American consumers said they have entered a store because a sign caught their interest.⁶ However, traditional window displays cost time and money to set up and tear down for every major new product line, sale or season. This has led retailers across the globe to begin integrating digital signage into window displays, allowing their displays to become dynamic and engaging in ways never before possible.



Digital displays enable retailers to distinguish their businesses from their competitors and increase sales potential. Retailers can easily implement and test display content to generate sales and gain valuable insights, and customers will engage with brands in new and exciting ways.

PROVIDE AN IMMERSIVE SHOPPING EXPERIENCE

Customers are accustomed to browsing aisles to locate particular products, discovering new styles in finite promotional locations within a store, and finding deals and other offers online, in catalogs, or elsewhere. Disconnected sources of key information inevitably fail to engage customers and may lead to negative impressions, costing you business and loyalty. Static displays likewise present missed opportunities for capturing customer interest, which is no surprise given that 70 percent of millennial women and 50 percent of millennial men surveyed said they view shopping as a form of entertainment.⁷

Leverage digital displays to avoid missed opportunities like these and meaningfully immerse customers in your brand. Showcase styles and educate visitors about product lines with wall displays near relevant products, promoting product engagement and driving demand. Increase average in-store visitor times and generate sales with interactive touch-screen kiosks and other displays, allowing visitors to browse product catalogs and more.



Use bright LED video walls to grab attention – and to delight and amaze your customers. For example, footwear giant Adidas introduced a “Footwear Wall” to showcase the company’s vast array of products in one place, resulting in a 500 percent increase in same-store sales.⁸ Think about which areas of friction in your customer experience can you alleviate by implementing digital signage solutions.

EARN LOYALTY

Loyalty programs have emerged as an effective strategy to earn lifelong customers, and they have never been more popular. The average U.S. household is now active in 12 distinct loyalty programs and enrolled in many more.⁹ Given the popularity of loyalty programs, differentiating the presentation of your loyalty program has never been more important. Drive customer awareness and showcase benefits on your sales floor and near checkout in unique, eye-catching ways with large-screen displays, kiosks, and touch-integrated displays – seamlessly integrating loyalty sign-ups into the shopping experience. Do not overlook valuable opportunities to convert excitement surrounding your products into long-term loyalty.

STREAMLINE RETURNS AND CUSTOMER SERVICE

One frequent source of customer frustration surrounds product returns and other customer service needs. Lines may often be lengthy and customers are left to use their phones or stand idly. Use this opportunity to promote your products on conveniently located displays, generating interest and reducing perceived wait times. Or take your display strategy a step further and forgo the line entirely. Apple employs wall-mounted screens at their Genius Bars to display appointment names and times. You too can employ shrewd strategies for returns and customer service. For example, allow customers to place their names in a service queue using a kiosk, browse your products instead of waiting in line, and see when it is their turn on a prominent digital display.

TRY ON THE FUTURE

The countless applications of digital displays are not limited to simply replacing low-tech options that serve the same function. Retailers around the world are leveraging digital display technology to achieve customer experiences that were never before possible, like Adidas' "Footwear Wall." Other retailers have created "interactive mirrors" that allow customers to virtually try on clothing without ever stepping foot into a changing room. And other clothing companies have used tablets and other compact displays to enable sales assistants to access product catalogs, check stocks and check out customers – all from the sales floor.¹⁰

Digital signage solutions

With NEC Displays, your options for flexibly integrating display technology into your customer experience have never been greater. NEC's extensive line of digital signage solutions and products empowers forward-thinking retailers to flexibly customize in-store signage to drive specific sales goals and facilitate meaningful customer experiences. To learn more about NEC Display solutions and products, visit www.necdisplay.com.

About NEC

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefitting from the technologies of NEC Corporation and its own Research and Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at www.necdisplay.com. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

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