

## Dit is een samenvatting van het rapport:

*Expertgroep Future Touchpoints, A changing future of Retail Touchpoints - Shopping2020*

Het rapport is gestructureerd opgebouwd met veel quotes van thoughtleaders. De laatste slides 82 tot 93 geven een advies gebaseerd op 4 scenario's. De filmpjes zijn niet altijd even ondersteunend aan het thema, hoewel wel leuk om te zien.

## WHAT IS A TOUCHPOINT?

the very moment of contact between consumer and retailer

### Definition the expert group formulated and used through the process.

In essence is retail and shopping the connecting of the consumer with the (offer of the) retailer (or producer).

The biggest changes will be found in the recognition of the wishes of the consumer.

The touchpoint is the moment the contact takes place. Mostly with the (end)goal of a transaction, direct or with some kind of detour.

The touchpoint is not always the literally moment of connection. For example; the use of a product is also a touchpoint for extensions.

## CHANGING BEHAVIOR?

Social and rapid communication is here to stay

Nearby devices are dominant

### Six themes we defined with the expert group

#### 1. Ubiquitous touchpoints

Everything that can be a touchpoint will be a touchpoint

##### Living in a world of touchpoints

theme 1

The number of touchpoints with shopping has grown rapidly. We used to have just the physical store, now we added online shops, mobile, interactive tv, etc.

With the developments to more wearable devices and the internet of things the number of touchpoints will grow and grow. Everything is a touchpoint or at least a possible touchpoint. This will be the case in 2020.

Our environment will become more and more smart. With screens everywhere, interactive screens.

With smart cities that react to our behavior. Not only through the screens. The built environment will adapt to our presence. Think of lighting systems.

#### 2. Retail in the cloud

##### Shift towards dominant digital shopping

"Software is eating the world" was a famous statement of Marc Andreessen. Everything is digital and all processes take place in the digital layer that emerge from that.

Retail will take place in the cloud too. In essence are a lot of our transactions already cloud based when we pay via pin. The other steps in the shopping cycle will move to the cloud. Orientation, decision, service. All is in the cloud.

Mirror worlds, augmented reality, it generates infinite possibilities as Pine showed us.

(<https://www.youtube.com/watch?v=CuSAqmtUnLs>)

It triggers new business models. Orders are no longer connected to the retail place. There will be market places of orders. People share their intentions to buy and 'retailers' make offers on these intentions.

### 3. Hyper personalisation

#### Living in a self created hyper personalized context

Data is generated in all we do. These data boils down into the personal profile we carry with us. Or the profile that is stored in the different services we use, that is more the situation nowadays.

With more and more trackers of our behaviour this will be more and more.

We actively use these data to generate better offers, both in fix and in money. Information Consumerism as Evgeny Morozov coins this in a more critical context.

After services also products are more and more customized to our needs. We drive a car with a dashboard that adapts (like Volvo or Tesla now), and the new Moto X phone is produced to your wishes, not customized afterwards.

In the coming years 3D printing will accelerate these personalized world.

### 4. Hybrid shopping

A natural mix of real and virtual experiences

#### In a continuous flux

Shopping is not taking place in a physical óra digital shop, it is a mix. Both ways. We are in a longer process of orientation online and buying offline, but more and more also the other way around is happening. We are showrooming in the real world and buying the best buy elsewhere.

With the rise of wearable devices this habit will grow because the barriers to do so will lower.

The psychical shop will be more and more an experience. A pop-up store for more excitement.

Psychical stores will combine their offer with a digital outlet and delivery concept like some Prada stores do already; find and chose in real, let deliver at home.

### 5. Curated and social interactions

#### Embodied curated interactions

New habits in a post digital world

As our environment is becoming more and more drained with digital, which will only become more in the next years, we are looking at the same time for real experiences. For true things, for craftsmanship.

Not in all products we buy but it is an important part for the shopping experience and the touchpoints.

Curation is an important role for the retailer. Next to the platforms that facilitate direct contact between producer and consumer, the retailer takes its role as curator of the offer. Especially in these times this needs to be more emphasized.

#### Social interactions

New habits in a post digital world

Social as context for retailers to become a touchpoint, and social as source for the profiles that a retailer and consumer need to connect intention and offering.

Social generates new kind of retailers, curators. Like a service Supply that makes it possible to show selection of products to peers.

And of course Pinterest that is very important as curator and as touchpoint.

A good retailer is the moderator of a community around the categories he is expert in. A retailer need to strengthen this functions otherwise he will become a platform and obsolete in time.

## 6. Fluid customer journeys

### Asynchronous and adaptive

The nature of the customer journey

Under influence of these changes the customer journey of shopping changing too. Already happening. We don't walk a straight way through the journey. We make short cuts, start at the end etc.

The process is becoming more and more asynchronous. Not all we buy is delivered in the same moment. Our cities and buildings get new functions like delivery pick-up points. There are touchpoints too.

Next step is the shift from possession to sharing. We don't need to have all the products in our possession. Now already with cars or exotic tools, but we do expect you can run into the H&M and you can rent an outfit for the night.

## Future touchpoints

Concluding vision

- Touchpoints will develop to the **emerged moments of intent** with consumer that the supplier can fulfill
- **Permission based profiling** offers retailers the opportunity to be relevant in context to the consumer
- Shopping will be **social, hybrid, asynchronous and continuously**
- We will be using a **mix of devices** next to each other
- Relations can be built on **curated true experiences**, and well performed facilitation of the fulfillment.
- The consumer does not strive for a perfect seamless experience.

## Four scenarios

Short description (much more in slides 84-92)

### Peer-2-peer products

*I run my own shop*

The retailer has lost its value, there are only platforms. Like Airbnb.

Data is crucial to make the system work. Trust systems.

Social is connector of offering and intention.

### Embracing locality

*The new neighborhood shop.*

Local is new hip.

Craftsmanship is valued.

People make stuff and sell it in local retail places.

### Optimized consumption

*Trusted personal offerings*

The little retailer disappears, big search and profiling systems bring customer and retailer together.

The profile connects intention and offering.

The corporate butler. The optimized use of the AH Bonuskaart.

Exchanges of customer data.

## **Curated experiences**

*Brands as beacons*

The brand is the defining element.

Brands are curators, building communities.

People are anonymous, brands

## **The impact and the agenda; building trusted free data havens**

BV Nederland

The agenda of BV Nederland should focus on the preparation of the right skills with people working here. Smart data people, algorithm designer and developers. Education is in that sense important.

Also a clear policy on data trust is important.

Maximize the possibility the use of data, while at the same time the control of the data is modeled to the consumer. Trust is important, but data should flow.

BV Nederland can leapfrog developments with the creation of these trusted free data havens, and not only provide the right soil for Dutch retailers, but also become the center of profiling.