

# Modern Store Experiences

Rethinking and reformatting in-person retail experiences as the core of omnichannel commerce

 Manhattan



# The evolution of the modern store

The modern store is at the core of omnichannel commerce. It brings together selling, engagement, and fulfillment, merging digital and physical elements in one place. It serves as a shopping destination, a fulfillment center, and a customer service hub, igniting excitement among customers and driving sales in both physical and digital channels.

Retailers are revolutionizing their stores to offer an all-encompassing shopping experience that goes above and beyond. They provide tailor-made omnichannel services that cater to every nuance of today's savvy shoppers. These flawless services leave customers delighted and ensure their shopping experience is nothing short of convenient and unforgettable.



## The modern store embraces “phygital”

The influence of modern stores on the success of retail businesses is growing. Today, digital (ecommerce) and offline (physical stores) opportunities are closely interconnected to provide modern shoppers with a seamless omnichannel shopping experience. This integration of physical and digital experiences, often called “phygital,” is reshaping the retail landscape.

Successful modern retailers are not just reacting to the changing retail landscape, but they are proactively reassessing and revamping their stores. Their aim is to enrich the omnichannel shopping experience and drive sales revenue in both physical and digital channels, demonstrating their adaptability and commitment to the customer experience.

**73%**

of modern shoppers tend to utilize multiple channels while shopping

**97%**

of Gen Z shoppers shop at brick-and-mortar stores and also shop online (95%)

Omnichannel shoppers spend

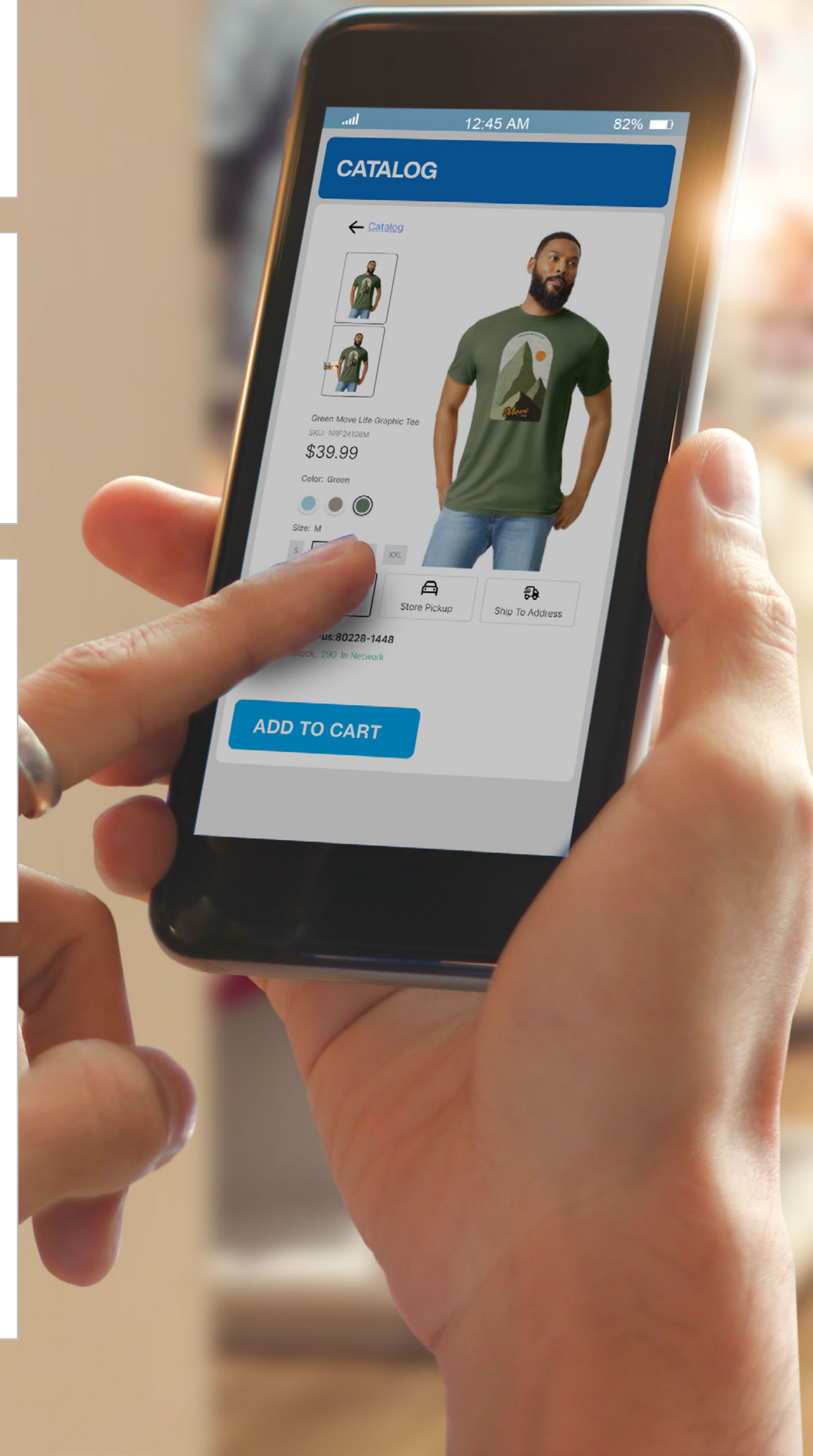
**15%**

more per purchase than those who shop just on one channel

The introduction of a new brick-and-mortar store can lead to a

**29%**

increase in online sales within the corresponding region



# Evolving stores to meet the needs of modern shoppers

Modern retail stores are moving beyond selling products and completing checkout transactions to providing a seamless, customer-centric experience that combines the best digital convenience with the value of human interaction provided by in-store shopping. The modern store focuses on exciting and delighting customers, encouraging them to visit stores as part of their shopping journey.

Exciting new store formats and concepts are emerging, designed to thrill and engage the modern shopper:

**Pop-Up Stores:** Temporary retail spaces are often used for limited-time promotions and seasonal selling or to generate excitement around a brand at events. Pop-up stores offer a low-risk opportunity to test new markets, products, or concepts.

**Experiential Stores:** These are not just retail spaces but immersive experiences that transcend traditional shopping. Experiential stores offer the unique features of specialist experience consultants, personalized appointments, and areas for learning and collaborating, inspiring deeper engagement and customer loyalty.

**Showroom Stores:** These are store experiences that focus on displaying and describing products rather than stocking them for immediate takeaway. Customers can explore products, get expert assistance, and arrange delivery or shipping. This format supports brand presence expansion while reducing real estate and inventory costs.

**Fulfillment-Only (Dark) Stores:** To meet modern shoppers' demands for fast order pickup, delivery, and returns, retailers are converting existing stores or opening new stores as fulfillment-only locations. Sometimes referred to as "micro-fulfillment centers" or "dark stores," this format is expected to proliferate, with 45,000 dark stores predicted worldwide by 2030.



# Elevating the role of store associates to deliver exciting experiences

In modern stores, store associates' roles intensify, becoming critical to a retailer's success. They are at the center of delivering exciting, satisfying experiences that add value to modern shoppers' buying journeys.

Modern store associates will take on these expanded roles in modern stores.

## **Personal Assistants**

Store associates in various retail categories are expected to excel in providing personalized customer service. To meet these expectations, they will need to be equipped with the necessary data and tools to understand customer preferences and history, enabling them to offer tailored recommendations and expert assistance.

## **Brand Ambassadors and Product Storytellers**

Store associates will be essential in communicating retailer and product values and stories to drive sales. As an integral part of the immersive retail experience, store associates will need training and tools to provide them with the knowledge to have meaningful, value-added customer interactions.

## **Omnichannel Closers**

Store associates are the backbone of delivering the omnichannel excellence that modern shoppers seek. They must be masterful in all facets of the omnichannel experience, from finding and selling omnichannel inventory to managing checkout of mixed fulfillment carts and processing returns from any sales channel.

## **Inventory and Fulfillment Specialists**

Store associates are at the center of managing store processes vital for positioning stores as fulfillment centers. They will be essential in scaling store fulfillment and ensuring store pickups and ship-from-store fulfillments meet customer expectations, including order picking and managing store inventory.



## Setting new standards for in-person retail

Modern stores go beyond just the sales transaction and aim to provide shoppers with convenient, meaningful, and memorable experiences that create distinctive customer value. In modern stores, empowered store associates orchestrate seamless, personal, and fulfilling experiences that enhance customer service in every interaction. These experiences are seamless, allowing shoppers to conveniently find, buy, and pay for items available in-store or at any retailer location to satisfy their needs. Additionally, these experiences are personal, offering customers intimate and tailored services and advice that expertly guide their purchase decisions. Modern store experiences are also fulfilling and meeting shoppers' heightened demand for immediacy by turning stores into fulfillment centers that provide fast and reliable order pickup and shipping. These experiences are driven by insights, leveraging rich performance and comparative data analysis to drive continuous improvement.

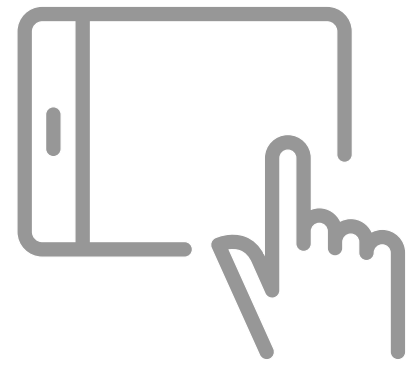
The modern store sets a new standard for in-person retail, reflecting the evolution of the modern shopper's behavior. It places greater emphasis and value on the experiences the store offers rather than just the products it sells.

# 55%

of U.S. retailers will “definitely” increase their investments in immersive experiences over the next three years, starting in 2022

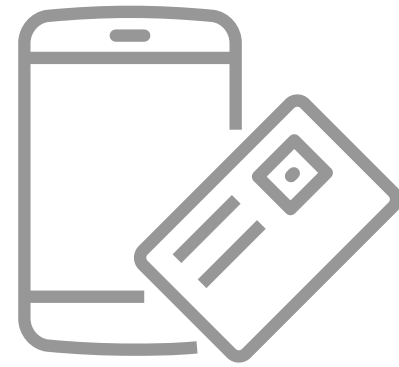


## Five elements of modern store experiences



### Empowered Store Associates

Enable store associates to be at the forefront of operations, leveraging unified and mobile store technology to deliver exceptional customer experiences.



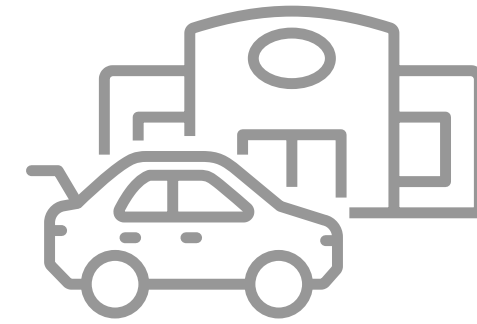
### Seamless Selling

Cater to omnichannel shoppers through flexible inventory, ordering, checkout, and convenient payment options, thereby boosting sales and customer loyalty.



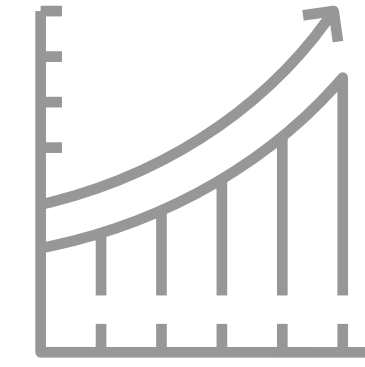
### Personal Retailing

Offer tailored, immersive shopping experiences through expert product advice and individualized attention that differentiates the retailer's brand.



### Optimized Store Fulfillment

Utilize technology and the workforce to maximize omnichannel fulfillment performance through efficient store pickup and shipping.



### Rich Performance Insights

Prioritize continuous improvement by using robust sales, operational, and comparative insights to drive meaningful change.

**The modern store must unite selling, personal retailing and fulfillment; analyze performance; and empower associates to create exciting experiences and provide exceptional service.**



# Discover modern store experiences

Delivering the experiences modern shoppers demand and desire in stores requires a unified approach to commerce that provides consumers with a consistent experience as they browse, transact, acquire, and consume, regardless of touchpoint.

The key to realizing the modern retail store lies in technology. A unified, experience-led, and composable commerce platform is the technological foundation that seamlessly caters to the needs of associates and shoppers across all essential store processes. From endless aisle selling to unified returns and exchanges to store fulfillment, technology plays a crucial role in enhancing the store experience.

**When technology that enables the future store is deployed at scale, retail stores have the potential to boost revenue significantly — by 5% to 15% per store in a few months after deployment.**

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Sources for Statistics:

[Harvard Business Review](#)

[International Council of Shopping Centers](#)

[Information Age](#)

[MJV Innovation](#)

[J.P. Morgan](#)

[Insider Intelligence](#)

[Boston Consulting Group](#)





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