

MODERN STORE EXPERIENCES

Seamless Selling

Cater to omnichannel shoppers with seamless ordering, checkout, and payment options that are always convenient, thereby boosting sales and customer loyalty

 **Manhattan**



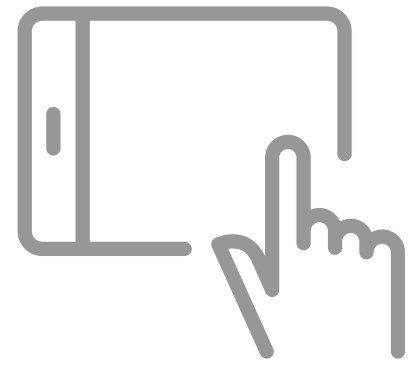
What makes up the modern store

Today, in-store retail has evolved beyond simply selling products. Modern stores now offer personalized, omnichannel services that cater to every need of today's shoppers, making their experiences convenient and memorable.

The modern store must be able to unite selling, personal retailing, and fulfillment, as well as analyze performance and empower associates to provide exceptional service.

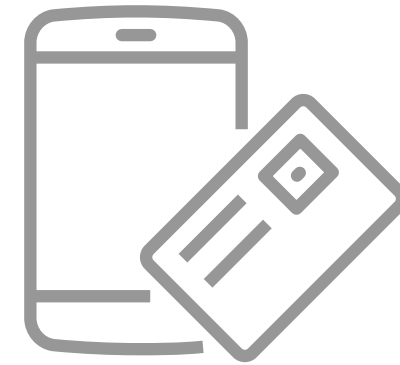


Five elements of modern store experiences



Empowered Store Associates

Enable store associates to orchestrate modern store experiences so they can adeptly deliver meaningful services and support that delight modern shoppers.



Seamless Selling

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



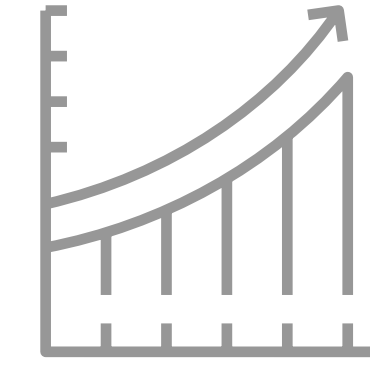
Personal Retailing

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



Optimized Store Fulfillment

Provide reliable, scalable, and profitable store order pickup and shipping that satisfies shoppers' demand for immediacy.



Rich Performance Insights

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



The modern store is seamless

Modern shoppers want omnichannel shopping convenience in stores

Modern shoppers expect convenience in their shopping experience. They want to complete their shopping needs in one place, whether online or in-store. Seamless selling is essential in modern stores to create a frictionless purchase process that shoppers value. This strategy, in turn, increases store foot traffic and sales for modern retailers.

Seamless selling always satisfies the modern shopper's needs by thoroughly supporting omnichannel purchases in the store. Even if an item is not available in the store for immediate walkaway, a customer can purchase it and arrange how they want to receive it, such as shipping to their home. Checkout is optimized for omnichannel purchases, supporting the completion of mixed shopping carts with items ready for immediate walkaway and future fulfillment. All necessary checkout steps and details are streamlined in a single transaction. When it comes time to pay, seamless selling offers a wide choice of payment options to make checkout even more convenient.

Recommendations for realizing seamless selling in modern stores

Modern stores can improve customer convenience and increase foot traffic and sales by adopting the following essential seamless selling techniques:

- › Empower store associates to complete sales anywhere on the store floor.
- › Position store associates as omnichannel closers with the ability to find and sell items from any inventory source.
- › Employ a unified, streamlined checkout transaction for omnichannel purchases.
- › Provide customers with flexible choices in payment methods, including next-generation payments.



Empower store associates to complete sales anywhere on the store floor

Today's shoppers are becoming increasingly impatient, and many will leave a store without making a purchase if they have to wait in a long checkout line. This inconvenience can create a negative experience for customers and can discourage them from coming back in the future.

However, using mobile devices in stores can significantly improve the customer experience. By providing store associates with mobile devices equipped with tools like mobile point of sale, they can respond quickly and efficiently to customer needs. This capability can make the shopping experience much faster and more convenient.

A critical feature of these mobile solutions is a consistent user interface across both fixed and mobile forms. A unified interface provides a familiar working environment for store associates, which can improve their productivity and responsiveness. When associates work more efficiently, stores can meet the demands of modern shoppers for speed and convenience.

Business Outcomes

Enhanced customer convenience: Store associates can use mobile devices to process customer checkout anywhere in the store, reducing checkout waiting times and improving customer convenience.

Improved responsiveness to customer needs: Associates can access real-time data about customers, products, promotions, and inventory anywhere in the store, enabling them to respond quickly to customer inquiries, make informed recommendations, and complete sales.

Increased productivity: Mobile solutions for store associates can streamline various store tasks, such as checkout, thereby increasing productivity and efficiency and allowing associates to focus more on customer service.

68%

of consumers said they would leave a checkout line before it's their turn if the line is too long

76%

of shoppers said that mobile technology employed in stores helps provide a faster shopping experience



Position store associates as omnichannel closers with the ability to find and sell items from any inventory source

Modern shoppers have high expectations when it comes to their in-store shopping experience. The rise of digital shopping has influenced these expectations, where shoppers are now less used to limited inventory. They expect that items should be in stock at physical stores like they typically are online. To meet these expectations and offer a wider assortment of goods, modern stores need to be able to sell and order from a retailer's global inventory network. This capability will help retailers increase revenue and save sales by ensuring high inventory availability.

To achieve this, modern stores must empower store associates as omnichannel closers with tools to find, quote, and sell from inventory across a retailer's global inventory network, including alternative stores, distribution centers, suppliers, and more. Once inventory is found, modern store point-of-sale systems must enable store associates to quickly finalize customer checkout for items available for immediate walkaway or items ordered for fulfillment from the global inventory network. This capability, commonly called "Endless Aisle," will only succeed if retailers provide accurate global inventory visibility to stores and all sales channels.

Business Outcomes

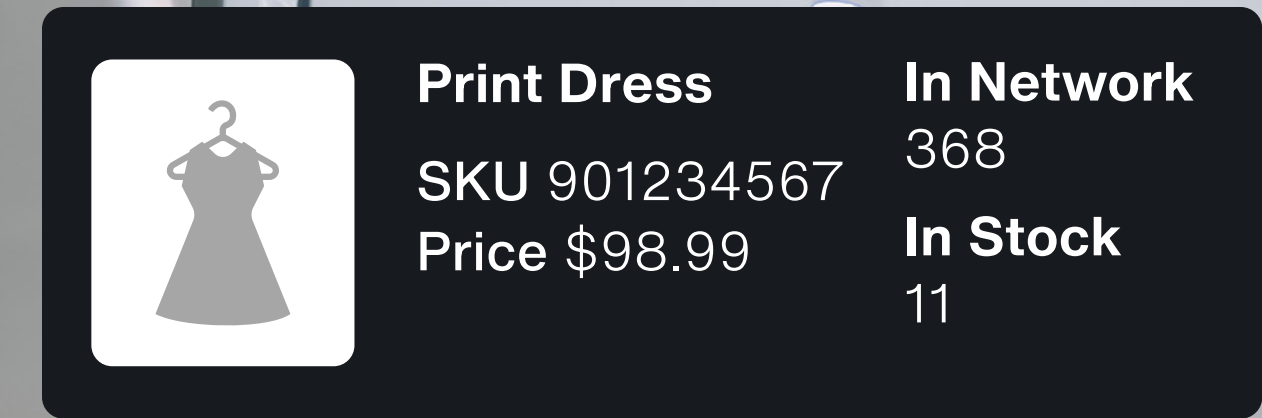
Reduced lost sales due to out-of-stock: By offering customers a way to buy an item when it is out-of-stock in the store, retailers can save the sale and prevent losing revenue from lost sales.

Increased customer satisfaction and loyalty: Retailers can prevent customers from switching to other retailers by ensuring customers always get the products they need, even when the store is out of stock.

Higher revenue through offering a wider assortment: When browsing an aisle in a store, customers only see what's right there. Adding an endless aisle selling capability allows retailers to recommend items not necessarily available in the store. Endless Aisle selling in modern stores provides retailers new revenue opportunities from cross-selling and up-selling.

32%

of consumers who experience out-of-stock items switch retailers



Print Dress In Network
368
SKU 901234567
Price \$98.99 In Stock
11

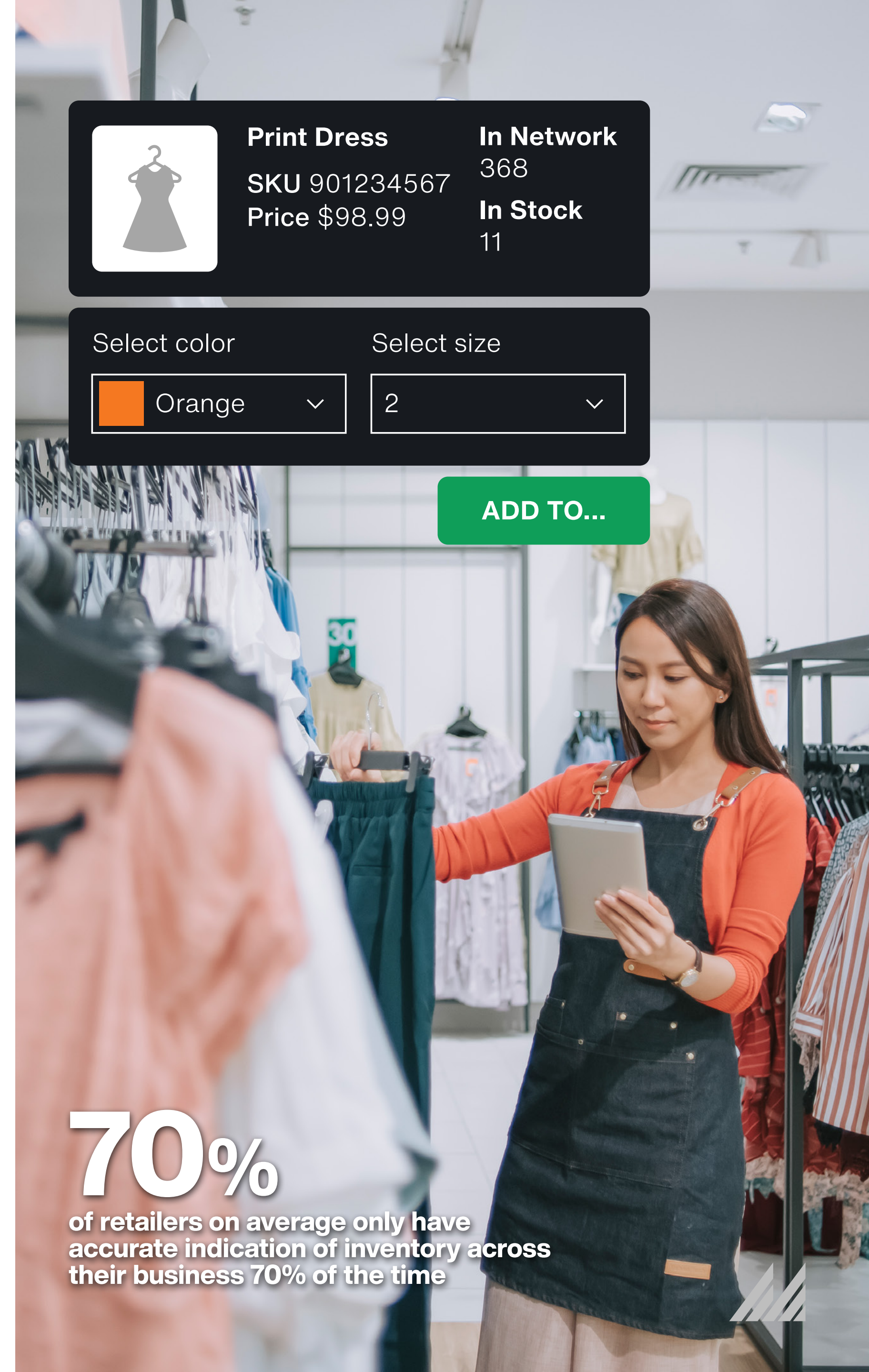
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ADD TO...

70%

of retailers on average only have accurate indication of inventory across their business 70% of the time



Employ a unified, streamlined checkout transaction for omnichannel purchases

Omnichannel shopping in stores is a convenient and flexible way to satisfy modern shoppers' needs. It allows customers to purchase items from different fulfillment points, including walkaway, shipping to the customer, and pickup at an alternate store. This feature enables stores to consistently meet customers' needs regardless of the stores' current inventory situation.

While the ability to purchase multiple products with different fulfillment types improves customer satisfaction and retailer sales, it also risks damaging the customer experience. Finalizing a checkout for mixed fulfillment shopping carts can be complicated and slow, requiring multiple steps for a store associate to complete. Long checkout lines can cause customers to abandon their purchases and leave the store.

Checkout designed for omnichannel purchases is necessary to prevent complexity and improve the customer experience. This vital capability allows customers to buy, pay, and personalize items for immediate walkaway and future order fulfillment in a single transaction optimized for omnichannel. Omnichannel checkout guides store associates through initiating and finalizing all steps and details required to check out mixed fulfillment shopping carts with ease, whether at cash wraps or through mobile devices.

Business Outcomes

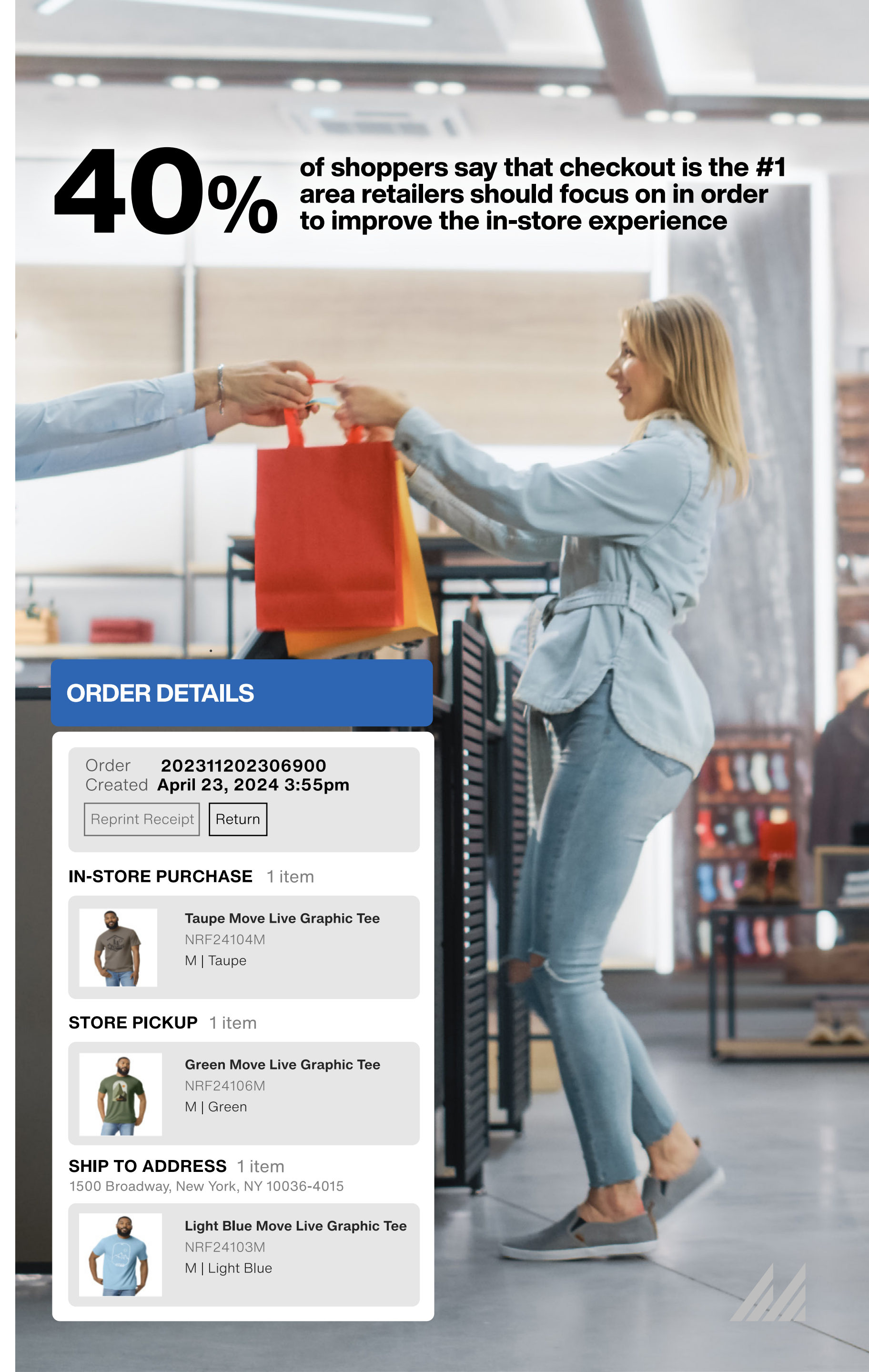
Increased sales: Checkout optimized for omnichannel sales can lead to larger cart sizes (in terms of revenue) and higher conversion rates when customers can quickly complete all of their shopping needs in a store, even when items are fulfilled later through shipping or store pickup.

Improved customer loyalty: Providing a consistent and convenient shopping experience can enhance customer satisfaction and loyalty. Shoppers are more likely to return to stores offering a customer-friendly omnichannel experience.

Reduced store operational costs: Checkout optimized for omnichannel transactions can reduce store associates' time and effort spent on completing sales. By removing the need to create a cart for each fulfillment type and process multiple checkout transactions, checkout becomes more efficient, reducing the resource needs to manage omnichannel purchases.

66% of consumers would shop at retailers that offered an omnichannel experience, but 35.6% would leave a brand with a poor omnichannel shopping experience

40% of shoppers say that checkout is the #1 area retailers should focus on in order to improve the in-store experience



ORDER DETAILS

Order **202311202306900**
Created **April 23, 2024 3:55pm**

[Reprint Receipt](#) [Return](#)

IN-STORE PURCHASE 1 item



Taupe Move Live Graphic Tee
NRF24104M
M | Taupe

STORE PICKUP 1 item



Green Move Live Graphic Tee
NRF24106M
M | Green

SHIP TO ADDRESS 1 item

1500 Broadway, New York, NY 10036-4015



Light Blue Move Live Graphic Tee
NRF24103M
M | Light Blue

Provide customers with flexible choices in payment methods, including next-generation payments

Modern shoppers strongly prefer flexible payment options to complete their purchases. Retailers who don't support a shopper's preferred payment method in stores risk losing a sale. Therefore, it is crucial to provide modern shoppers with flexible payment options that meet their expectations of convenience and ease.

By offering popular alternative payment methods, such as digital wallets and contactless payments, physical stores can attract more shoppers and increase their chances of making a sale. It is vital for point-of-sale systems in modern stores to consolidate traditional and next-generation payment methods under a single checkout umbrella, providing customers with flexibility and speed at checkout. Juggling multiple payment portals to handle different payment methods is not an option for store associates to meet modern shoppers' expectations of speed and convenience.

Stores that keep their customers satisfied by offering their preferred payment method are more likely to encourage loyalty and repeat business. Therefore, it is crucial for stores to provide flexible payment options to meet modern shoppers' expectations and improve the stores' relevance to the next generation of shoppers.

Business Outcomes

Enhanced customer experience: Flexible payment methods provide customers convenience and choice, enhancing their overall shopping experience. A frictionless payment process contributes to a positive shopping experience by accelerating checkout times.

Reduced abandoned sales: In retail stores, flexible payments can reduce the incidence of abandoned sales, as customers are less likely to back out of a purchase due to payment constraints.

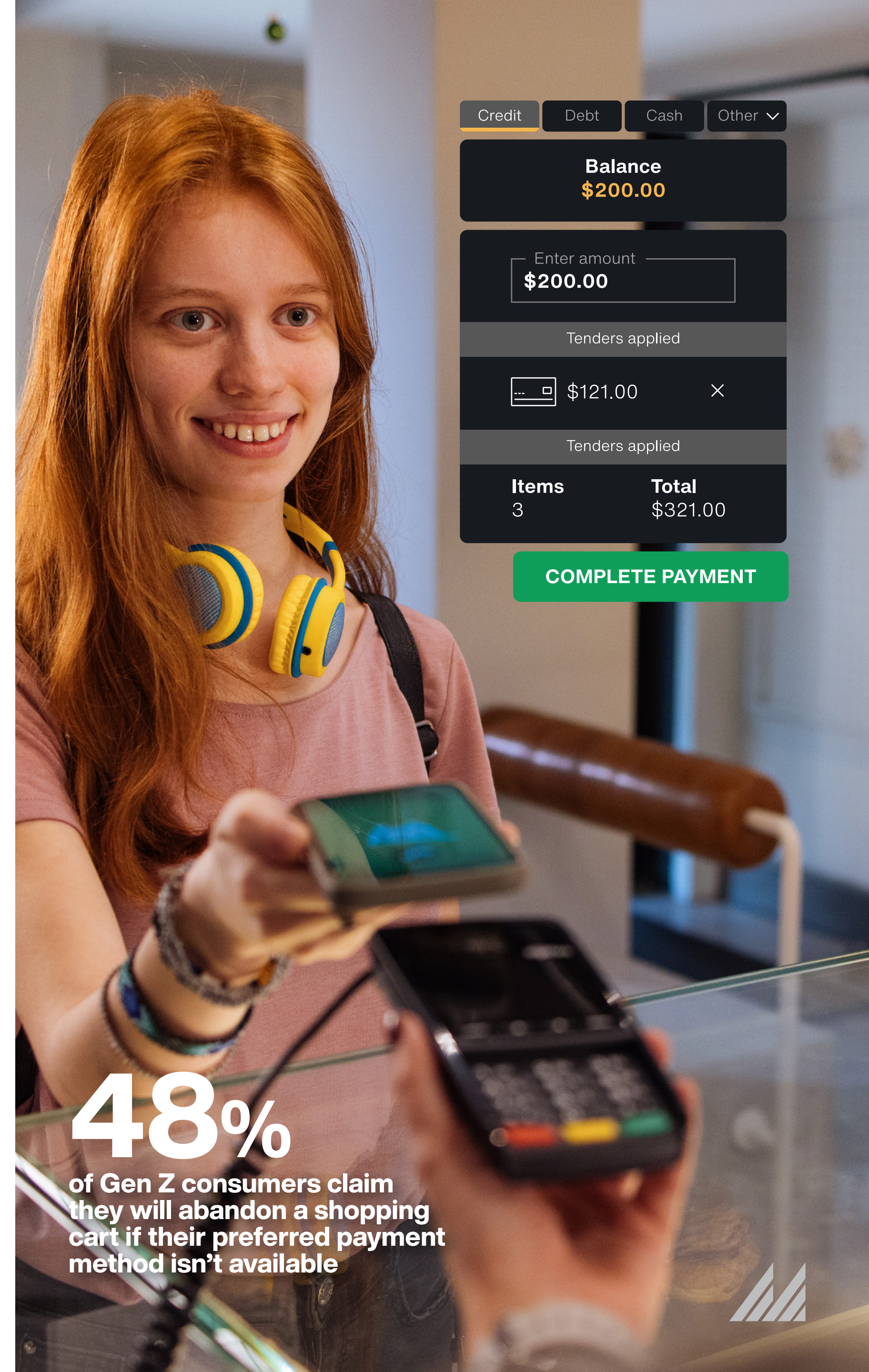
Attract new generation of shoppers to stores: Flexible payment options can attract new customers, especially those looking for in-store digital payment methods such as mobile wallets.

63%

of consumers are more likely to shop with retailers that offer their preferred payment options

48%

of Gen Z consumers claim they will abandon a shopping cart if their preferred payment method isn't available



Selling in modern stores is seamless, satisfying shoppers with omnichannel flexibility and convenience

In today's retail landscape, it is essential modern stores cater to the needs of omnichannel shoppers. By offering flexible inventory, ordering, checkout, and payment options, retailers can provide a seamless shopping experience in stores that is always convenient, thereby boosting sales and customer loyalty.

71%

of retail leaders focus on improving store checkout speed, directly addressing the major reason for in-store cart abandonment and creating a significant new revenue opportunity

Sources:

[McKinsey](#)

[Retail Dive](#)

[All Things Retail](#)

[McKinsey Applause](#)

[Manhattan Associates](#)

[Cybersource](#)

[Oliver Wyman](#)



Learn how Manhattan can help you introduce
seamless selling capabilities in your stores at
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