

# The Modern Store

Transforming Retail for the Future in Europe





# The Evolution of the Modern Store in Europe

In today's European retail environment, the role of the store has transformed from being a mere point of sale to a vital component of a brand's omnichannel strategy. European consumers, known for their diverse preferences and high expectations, demand retail experiences that seamlessly blend convenience, personalisation, and immediacy across both digital and physical channels. As a result, modern stores in Europe are no longer just places to buy products; they are dynamic, multifaceted hubs where digital and physical shopping experiences converge.

This evolution is driven by the need to cater to increasingly sophisticated consumer expectations across Europe, where 70% of shoppers prefer retailers that offer seamless omnichannel experiences<sup>1</sup>. The modern store experience in Europe is defined by several key elements that work together to create a seamless, customer-centric environment: Empowered Associates, Seamless Selling, Personal Retailing, Optimised Store Fulfilment, and Performance Insights. Together, these elements ensure that the modern store is not only a place of transaction but a critical touchpoint in the customer journey, offering immersive experiences that drive loyalty and sales.



**70%**  
of shoppers prefer retailers that offer seamless omnichannel experiences.



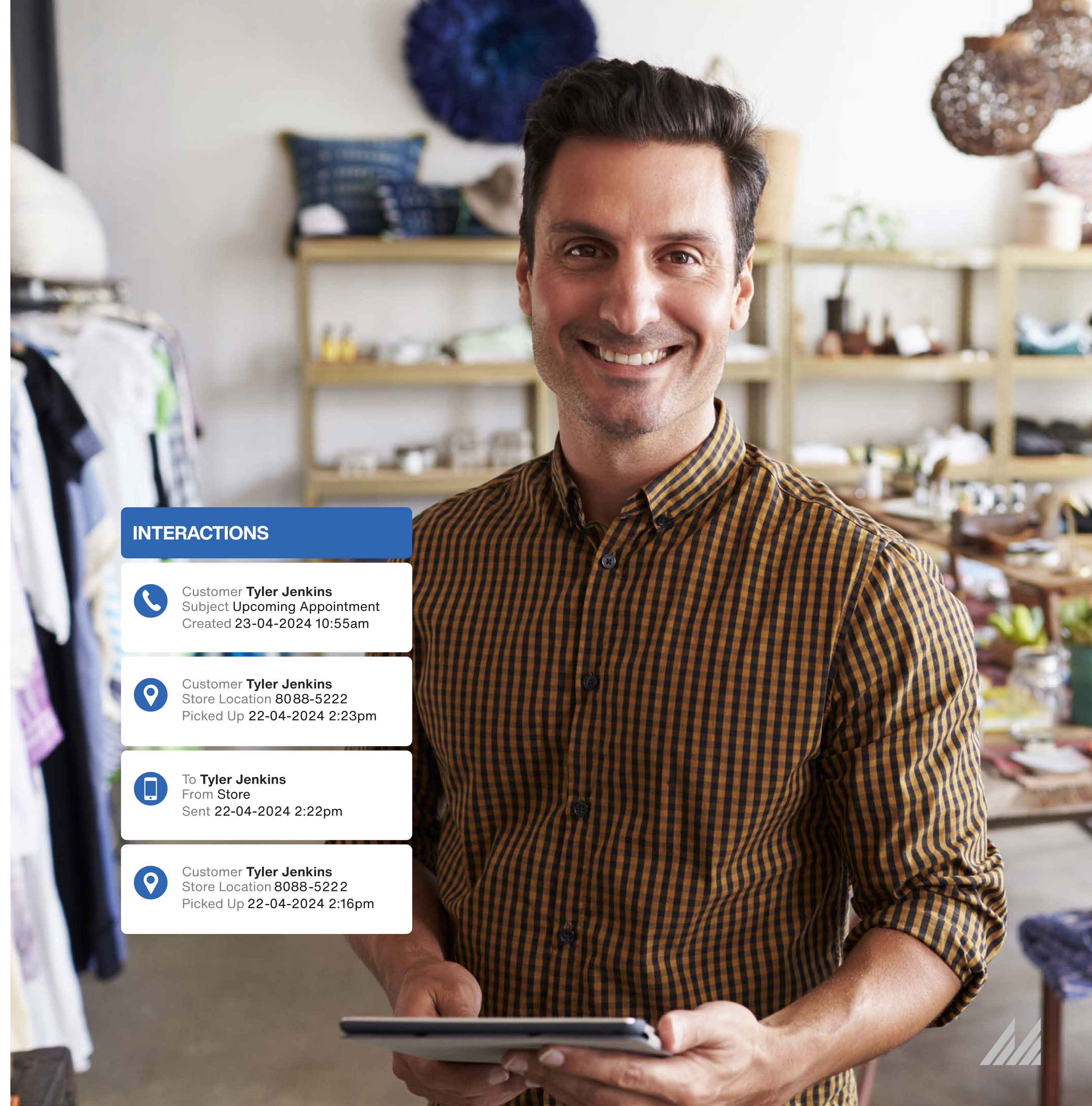
### The Importance of Empowered Associates

The role of store associates has evolved significantly across Europe. No longer are they simply clerks assisting with purchases; they are now central figures in delivering exceptional customer experiences. In the modern European retail environment, store associates are expected to be brand ambassadors, product experts, and service specialists, all while managing the complexities of omnichannel operations. To meet these expectations, they must be empowered with the right tools, technology, and insights.


Empowered associates are those who can seamlessly blend their knowledge with the technology at their disposal to provide personalised, meaningful interactions. By leveraging unified platforms that integrate customer data, inventory management, and sales processes, associates can deliver a level of service that goes beyond the transactional. This empowerment not only enhances the customer experience but also increases job satisfaction among associates, leading to improved employee retention and performance. In Europe, where 55% of retail employees report that technology improves their job satisfaction<sup>2</sup>, this is particularly critical.


# 55%


of retail employees report that technology improves their job satisfaction




#### INTERACTIONS

 Customer **Tyler Jenkins**  
Subject Upcoming Appointment  
Created 23-04-2024 10:55am

 Customer **Tyler Jenkins**  
Store Location 8088-5222  
Picked Up 22-04-2024 2:23pm

 To **Tyler Jenkins**  
From Store  
Sent 22-04-2024 2:22pm

 Customer **Tyler Jenkins**  
Store Location 8088-5222  
Picked Up 22-04-2024 2:16pm





# Strategies for Empowering Associates

## 1. Unify Customer-Facing and Omnichannel Functions

The modern European shopper's journey is fragmented and fluid, requiring associates to rapidly respond to various customer needs. To do this effectively, all customer-facing and omnichannel functions must be unified within a single solution. This allows associates to switch between tasks—such as checking inventory, processing returns, collecting customer payments or assisting with online orders—without losing momentum or needing to re-enter data. This seamless experience is crucial for maintaining the flow of customer interactions and ensuring that associates can provide high-quality service at every touchpoint.

## 2. Mobilise Associate Capabilities

In an era where European customers expect instant service, associates must be equipped with mobile tools that allow them to access information and complete transactions anywhere on the store floor. Mobile solutions that offer a consistent user interface across devices enhance productivity by reducing the learning curve and enabling associates to quickly adapt to various tasks. Whether it is checking inventory, processing payments, or providing personalised recommendations, mobile capabilities empower associates to meet customer needs more efficiently.

## 3. Simplify Access to Insights

To deliver personalised experiences, associates need quick and easy access to customer data and product information. Simplifying this access through intuitive, easy-to-navigate interfaces allows associates to focus on engaging with customers rather than searching for information. This can include tools that provide real-time data on customer preferences, purchase history, and available inventory, all of which are crucial for creating personalised shopping experiences that delight customers.





## 4. Manage Increasing Task Workloads

As the role of the store expands to include fulfilment and other operational tasks, associates must be equipped with tools that help them manage their workloads efficiently. Task management systems that prioritise and guide associates through their tasks can significantly improve productivity and accuracy. By removing the guesswork from task management, these systems enable associates to focus on providing excellent customer service, even as they juggle multiple responsibilities.

### Business Outcomes

Empowering store associates leads to several key business outcomes:

**Improved Customer Satisfaction:** Associates who are well-equipped to assist customers are more likely to provide positive interactions, leading to higher customer satisfaction and repeat business.

**Increased Associate Productivity:** With the right tools and training, associates can perform their tasks more efficiently, increasing overall store productivity.

**Enhanced Brand Perception:** Customers often associate the quality of service they receive with the brand itself. By empowering associates to deliver exceptional service, brands can enhance their overall reputation and customer loyalty.





### The Concept of Seamless Selling

In the modern European retail landscape, seamless selling is no longer a luxury but a necessity. Today's consumers expect to shop seamlessly across channels, whether they are browsing in-store, purchasing online, or picking up items at a physical location. Seamless selling ensures that these experiences are connected, consistent, and convenient, making it easier for customers to complete their purchases regardless of how they choose to shop.

Seamless selling is about more than just offering multiple channels—it is about integrating these channels so that they work together harmoniously. This integration allows customers to move fluidly between online and offline experiences, enhancing their overall shopping journey. For retailers, seamless selling not only boosts sales but also improves customer loyalty by providing a frictionless shopping experience. In fact, 64% of European consumers report that they are more likely to shop with retailers that offer a seamless omnichannel experience<sup>3</sup>.

# 64%

of European consumers report that they are more likely to shop with retailers that offer a seamless omnichannel experience.





# Techniques for Implementing Seamless Selling

## 1. Empower Store Associates to Complete Sales Anywhere

Modern European shoppers are increasingly impatient and less willing to wait in line or navigate complex checkout processes. To address this, store associates should be equipped with mobile point-of-sale (POS) devices that allow them to complete transactions anywhere in the store. This not only reduces wait times but also enhances the shopping experience by allowing associates to assist customers wherever they are, whether they are trying on clothes in the fitting room or browsing aisles.

## 2. Integrate Endless Aisle Capabilities

The concept of the endless aisle allows customers to purchase items that may not be physically available in the store. By integrating a global inventory system that connects stores, distribution centres, and suppliers, retailers can offer a wider assortment of products, ensuring that customers can always find what they are looking for. This capability not only reduces lost sales due to out-of-stock items but also enhances customer satisfaction by providing them with more options.

## 3. Streamline Omnichannel Checkout

Omnichannel shopping carts, where customers purchase items for immediate pickup, home delivery, or future fulfilment, can complicate the checkout process. To streamline this, retailers must employ unified checkout systems that handle all types of purchases within a single transaction. This reduces the complexity and time required to complete a sale, improving the overall customer experience and reducing cart abandonment rates. In Europe, where 40% of shoppers abandon purchases due to complicated checkout processes<sup>4</sup>, this is particularly crucial.

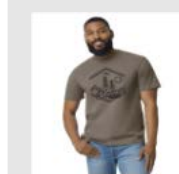
**40%** of shoppers abandon purchases due to complicated checkout processes

### ORDER DETAILS

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

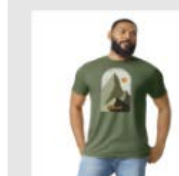
[Reprint Receipt](#) [Return](#)

#### IN-STORE PURCHASE 1 item



**Taupe Move Live Graphic Tee**  
NRF24104M  
M | Taupe

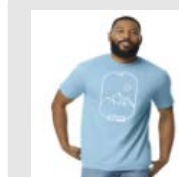
#### STORE PICKUP 1 item



**Green Move Live Graphic Tee**  
NRF24106M  
M | Green

#### SHIP TO ADDRESS 1 item

1500 Broadway, London, UK



**Light Blue Move Live Graphic Tee**  
NRF24103M  
M | Light Blue



### 4. Offer Flexible Payment Options

Payment flexibility is crucial in the modern retail environment. Customers expect to be able to pay using a variety of methods, from traditional credit cards to digital wallets and contactless payments. By consolidating these payment options under a single, seamless checkout experience, retailers can meet customer expectations and reduce friction at the point of sale. This is especially important in Europe, where **contactless payments have seen a 150% increase since 2020<sup>5</sup>**.

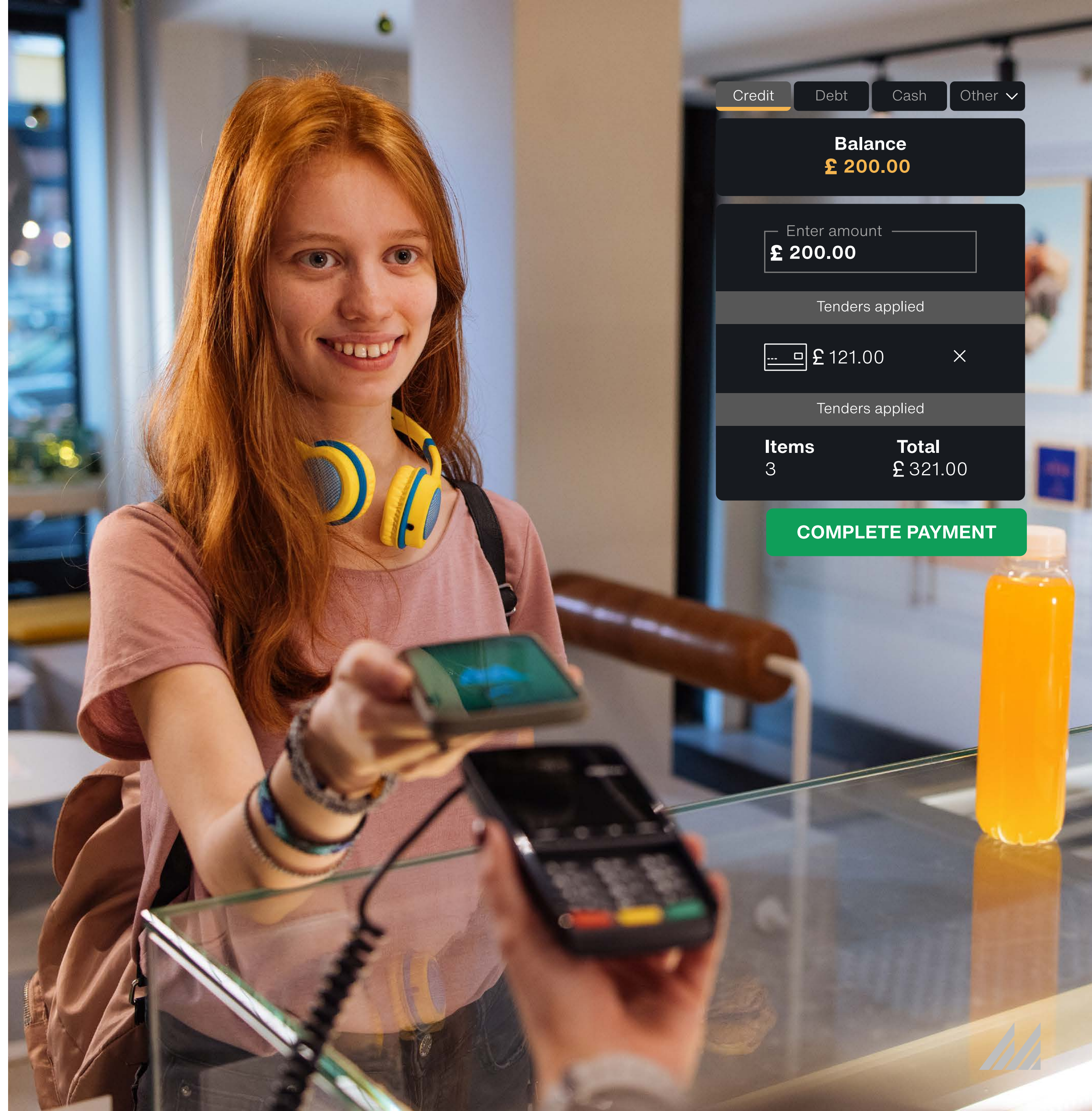
#### Benefits of Seamless Selling

Implementing seamless selling strategies offers several benefits:

**Increased Sales and Customer Loyalty:** By providing a frictionless shopping experience, retailers can boost sales and encourage repeat business.

**Enhanced Customer Convenience:** Flexible payment and checkout options make it easier for customers to complete their purchases, leading to higher satisfaction.

**Reduced Operational Costs:** Streamlined processes and mobile POS solutions can reduce the time and resources required to manage sales, improving overall efficiency.





## **The Role of Personal Retailing in Modern Stores**

As the retail landscape becomes increasingly digital, the value of personalised, in-store experiences has only grown. While online shopping offers convenience, it cannot replicate the human interaction and personalised service that physical stores provide. Personal retailing bridges this gap by offering customers unique, immersive shopping experiences that cater to their individual preferences and needs.

Personal retailing is about more than just offering tailored product recommendations—it is about creating meaningful connections with customers that go beyond the transactional. By leveraging customer data and equipping store associates with the right tools, retailers can turn every in-store interaction into an opportunity to build lasting relationships and enhance brand loyalty. In Europe, where 71% of consumers expect personalised experiences<sup>6</sup>, this is particularly important.



**71%**

**of consumers expect personalised experiences.**





# Techniques for Personalising Retail Experiences

## 1. Use Omnichannel Profiles to Tailor Interactions

To deliver truly personalised experiences, store associates need access to comprehensive customer profiles that include purchase history, preferences, and behaviour across all channels. This data allows associates to engage with customers in a more meaningful way, offering personalised greetings, loyalty rewards, and tailored product recommendations. By integrating these profiles into a unified system, retailers can ensure that every interaction is informed by the customer's unique journey.

## 2. Turn Store Associates into Product Advisors

In the digital age, customers often come to stores armed with extensive product knowledge. To add value to their shopping experience, store associates must go beyond basic assistance and provide expert advice that enhances the customer's understanding of the products. This requires access to a rich repository of product information, including details about features, availability, and complementary items. By positioning associates as knowledgeable advisors, retailers can create a consultative sales environment that drives higher conversions and customer satisfaction.

## 3. Leverage Advanced Engagement Tools

Personal retailing is not limited to in-store interactions. Advanced tools such as appointment scheduling and digital lookbooks allow retailers to extend the personalised experience beyond the physical store. By offering customers the ability to schedule one-on-one appointments or receive curated product suggestions via email or text, retailers can deepen their relationship with customers and encourage repeat visits.

## 4. Nurture Relationships with Continuous Engagement

The customer relationship does not end when they leave the store. By maintaining ongoing communication through personalised emails, follow-ups, and special offers, retailers can keep customers engaged and foster long-term loyalty. Tools that allow associates to capture and update customer preferences, as well as send personalised recommendations, are crucial for sustaining these relationships and driving repeat business.





SECTION 3:  
**Personal Retailing**

## Outcomes of Effective Personal Retailing


Personal retailing delivers several significant outcomes:

**Higher Customer Loyalty:** Personalised interactions build trust and encourage repeat business, making customers more likely to return to the store.


**Improved Sales Conversions:** Tailored recommendations and expert advice increase the likelihood of a purchase, boosting overall sales.

**Differentiation in a Competitive Market:** By offering a level of service that cannot be replicated online, retailers can differentiate themselves from competitors and attract a loyal customer base.






Total Lookbooks  Filtered By  My Lookbooks

3





**Autumn Lookbook**  
Created by D. Fairfield  
Created on 19/05/2023  
Shared 20 times



**Summer Lookbook**  
Created by D. Fairfield  
Created on 19/05/2023  
Shared 16 times





SECTION 4:  
**Store Fulfilment**

## Optimised Store Fulfilment as a Competitive Advantage

In the era of omnichannel retail, fulfilment has become a critical component of the customer experience. Today's consumers expect fast, reliable options for receiving their purchases, whether through in-store pickup, kerbside delivery, or shipping. Optimised store fulfilment not only meets these expectations but also enhances the store's role as a crucial node in the retail ecosystem.

For retailers, efficient fulfilment operations are key to maintaining customer satisfaction and loyalty. A store that consistently meets order promises, provides timely pickups, and offers fast shipping options is more likely to win repeat business. Moreover, by optimising fulfilment processes, retailers can reduce operational costs, improve inventory management, and increase overall productivity. In Europe, where 60% of consumers use click-and-collect services<sup>7</sup>, the importance of store fulfilment cannot be overstated.

# 60%

of consumers use click-and-collect services.





# Best Practices for Store Fulfilment

## 1. Train and Equip Associates for Fulfilment Tasks

Store fulfilment relies heavily on the performance of store associates. To ensure that orders are processed efficiently and accurately, associates must be trained in fulfilment best practices and equipped with the right tools. Mobile devices with guided picking paths, inventory management systems, and real-time order tracking are essential for enabling associates to fulfil orders quickly and correctly.

## 2. Utilise RFID Technology for Inventory Accuracy

Radio Frequency Identification (RFID) technology is a game-changer in store fulfilment. By tagging inventory with RFID chips, retailers can significantly improve inventory accuracy and reduce the time it takes to locate and pick items for fulfilment. This technology not only streamlines the fulfilment process but also enhances the overall customer experience by ensuring that items are available and ready for pickup or shipping when promised.

## 3. Scale Fulfilment Capacity to Meet Demand

As demand for omnichannel fulfilment options grows, retailers must scale their operations to keep up. This involves optimising store layouts, increasing staff during peak times, and investing in technology that can handle higher order volumes. By scaling their fulfilment capabilities, retailers can ensure that they can meet customer expectations even during busy periods, such as holidays or promotional events.

## 4. Position Customer Pickup as a Service Differentiator

In-store and kerbside pickup have become increasingly popular among consumers who value convenience. Retailers can differentiate their brand by offering a seamless, hassle-free pickup experience. This includes clear communication about order status, easy-to-follow pickup instructions, and dedicated pickup areas. By excelling in this area, retailers can turn fulfilment into a competitive advantage that attracts and retains customers.





SECTION 4:  
**Store Fulfilment**

## Benefits of Optimised Fulfilment

Effective store fulfilment leads to several key benefits:

**Improved Customer Satisfaction:** Reliable, fast fulfilment options increase customer satisfaction and encourage repeat business.

**Increased Store Productivity:** Streamlined processes and advanced technology reduce the time and effort required for fulfilment, improving overall store efficiency.

**Enhanced Competitive Positioning:** By offering superior fulfilment services, retailers can differentiate themselves in a crowded market and attract more customers.





## **The Role of Performance Insights in the Modern Store**

In the modern retail environment, data-driven decision-making is essential for continuous improvement. Performance insights provide retailers with the information they need to refine operations, enhance customer experiences, and drive strategic initiatives. By analysing sales data, operational metrics, and competitive benchmarks, retailers can identify areas for improvement and implement changes that positively impact the bottom line.

Performance insights are not just for corporate decision-makers; they are also valuable tools for store associates and managers. When store teams have access to real-time data, they can make informed decisions that improve productivity, accuracy, and customer service. This democratisation of data empowers every level of the organisation to contribute to the store's success.





# Using Performance Insights Effectively

## 1. Empower Store Teams with Real-Time Data

To make the most of performance insights, store teams need access to real-time data that is both actionable and easy to interpret. This includes dashboards that visualise key metrics, such as sales performance, inventory levels, and customer satisfaction scores. By providing this information directly to store managers and associates, retailers can ensure that everyone is aligned with the store's goals and can take immediate action to address issues or capitalise on opportunities.

## 2. Simplify Data Visualisation

Complex data is often underutilised if it is difficult to understand. Retailers can increase the adoption and use of performance insights by presenting data in a simplified, visually intuitive format. This could include graphs, charts, and heatmaps that highlight trends and anomalies, making it easier for store teams to identify areas that need attention. Simplified data visualisation tools help associates and managers make quicker, more informed decisions that improve store operations and customer experiences.

## 3. Introduce Comparative Insights

Competitive benchmarking is a powerful tool for understanding how a store's performance stacks up against industry peers. By introducing comparative insights, retailers can identify best practices and areas where they may be falling short. These insights can inform strategic decisions, such as adjusting staffing levels, optimising inventory management, or refining customer engagement strategies, to improve overall store performance.

## 4. Leverage Insights for Continuous Improvement

The retail landscape is constantly evolving, and staying competitive requires a commitment to continuous improvement. Performance insights enable retailers to monitor the impact of changes in real-time and adjust strategies as needed. Whether it is testing a new layout, implementing a new technology, or launching a marketing campaign, data-driven insights ensure that retailers can measure success and make data-informed decisions that drive growth.





### Business Outcomes

Leveraging performance insights leads to several positive outcomes:

**Enhanced Employee Engagement:** When store teams are empowered with data, they are more engaged in their work and better equipped to contribute to the store's success.

**Increased Sales and Profitability:** Data-driven strategies help retailers optimise operations, improve customer experiences, and increase sales and profitability.

**Improved Customer Experience:** By continuously refining store operations based on performance insights, retailers can enhance the overall customer experience, leading to higher satisfaction and loyalty.







## The Future of the Modern Store in Europe

The modern store is not a static entity but a dynamic, evolving component of a retailer's omnichannel strategy. As consumer expectations continue to rise across Europe, retailers must remain agile, continually refining their store experiences to meet the demands of modern shoppers. By focusing on empowering associates, implementing seamless selling techniques, personalising retail experiences, optimising fulfilment processes, and leveraging performance insights, retailers can ensure that their stores remain relevant and competitive in the years to come.

The future of the modern store lies in its ability to adapt to change, embrace technology, and prioritise the customer experience at every touchpoint. By doing so, European retailers can create stores that are not just places of transaction but essential hubs of engagement, loyalty, and brand identity.





Learn more at [manh.co.uk](https://manh.co.uk)

1 Ecommerce News Europe - "Omnichannel retailing in Europe" (2022)

2 European Retail Digest - "The Role of Technology in Retail Employee Satisfaction" (2023)

3 Retail Gazette - "The Future of Omnichannel Retailing in Europe" (2023)

4 Statista - "Consumer Behaviour in Online Shopping" (2023)

5 Statista - "Consumer Behaviour in Online Shopping" (2023)

6 European Payments Council - "The Rise of Contactless Payments in Europe" (2022)

7 European Payments Council - "The Rise of Contactless Payments in Europe" (2022)