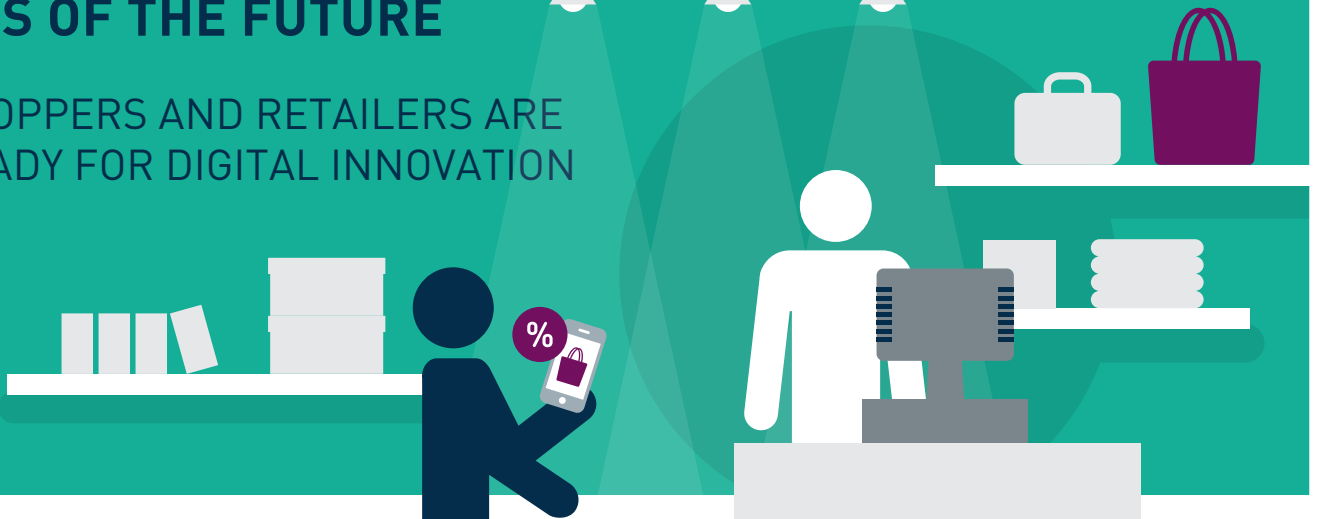


# POS OF THE FUTURE

SHOPPERS AND RETAILERS ARE READY FOR DIGITAL INNOVATION



## SHOPPERS

**82%**

of smartphone users say they consult their phones on purchases they're about to make in a store.



**8 of 10**

consumers globally use a computer, smartphone, tablet or digital in-store technology while shopping.



**85%**

of shoppers would be more likely to shop in stores that offer personalized coupons and exclusive offers.

**59%**

of shoppers who have experienced personalization believe it has a noticeable influence on purchasing.

## RETAILERS

**62%**

of retailers agree that understanding the customer experience in-store is critical to a holistic customer journey.

**1 in 2**

retailers will increase spending on broadening payment options accepted at POS over the next 12 months.

**3 in 4**

retailers will increase spendings on in-store mobile solutions over the next 12 months.



**62%**

of retailers indicate customer identification is their top customer engagement priority.