

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.



RETAILERS

62%

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

8 of 10

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

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.



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.



62%

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