

NEXT GENERATION RETAIL AND BRAND EXPERIENCE

90%

SMARTPHONE OWNERS
USE THEIR PHONES
WHILE IN-STORE²

**TOTAL
MARKET
POTENTIAL**

1.2 TRILLION IN 2021
1.5 TRILLION IN 2026
OF CONNECTED
PACKAGING AND LABELS³

BY 2020:

2.2 BILLION
NFC-ENABLED
HANDSETS⁵

THE INTERNET OF THINGS

\$410 BILLION
TO
\$1.2 TRILLION
RETAIL ECONOMIC
IMPACT PER YEAR⁷

A RETAILER'S
OMNICHANNEL SHOPPERS
MAKE

23%

MORE REPEAT SHOPPING
TRIPS¹

"Retailers need to
embrace mobile as part
of the path to purchase."

Tom Colven, senior analyst
Alliance Data

62%

MILLENNIALS BELIEVE
ONLINE CONTENT
DRIVES BRAND
LOYALTY⁴

67%

CONSUMERS ARE
INFLUENCED
BY ONLINE REVIEWS⁶

CONSUMER JOURNEY

How Retail Technologies Work Together to Create
a Seamless Experience in Omnichannel Retail



(Near Field Communications)

PRE-PURCHASE



**MOBILE CONNECTIONS
ALLOW CUSTOMERS TO:**

Share Reviews
Access Sale Information

**SMART PACKAGES AND
HANG TAGS DRIVE:**

Education, Sales, Reorders

**ADS INTEGRATED INTO PRINT
AND OUT-OF-HOME MEDIA**

Increase Traffic
to the Store



**BOOK A SHOWROOM
APPOINTMENT**

For a Personalized
Shopping Experience



BLUETOOTH

Interactive Places
Drive Customers to the Store
or Specific Store Departments

**OTHER
TECHNOLOGIES**

RAIN RFID

(Radio Frequency Identification)

Helps Stores
Manage Inventory
in Real Time

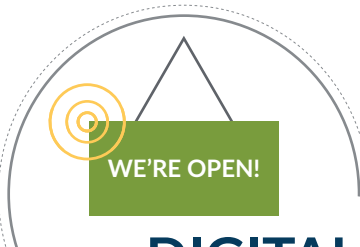


(Near Field Communications)

IN-STORE



**PRE-SALE
PRODUCT MESSAGING**



DIGITAL SIGNAGE

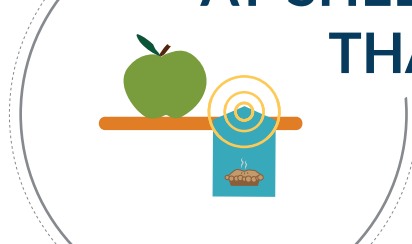
ACCESS PRODUCT INFORMATION

(Virtual Sales Person)



**CONNECT TO CHAT BOT
TO ANSWER QUESTIONS**

**MOBILE POINT OF SALE
INTEGRATION**



**AT-SHELF EXPERIENCES
THAT ENCOURAGE
PURCHASES**

CONNECT TO STORE WI-FI



PRODUCT AUTHENTICATION



**QUICK LINK
FOR SHOPPERS TO
DOWNLOAD RELEVANT APP**



COUPONING



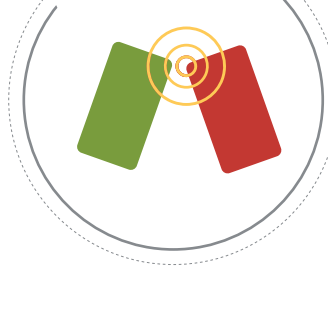
LOYALTY INTEGRATION

**FAST, SIMPLE, SECURE
PAYMENT**



ENDLESS AISLE
Links to a Retailer's E-Commerce
When a Product is Not Available
in Store

GET SOCIAL PROOF!
Connect to Social Media
and/or Reviews



**OTHER
TECHNOLOGIES**

BLUETOOTH

LOCATION-BASED
OFFERS WITHIN STORE
DEPARTMENTS

SPECIAL OFFERS
only when matching
app is installed

RAIN RFID

SMART SHELF DISPLAYS

IMPROVED INVENTORY ACCURACY

MAGIC MIRRORS
(Smart Fitting Rooms)

IMPROVED ANTI-THEFT/EAS



(Near Field Communications)

POST-PURCHASE

**POST-SALE
PRODUCT MESSAGING**



**PRODUCT
AUTHENTICATION**

**E-COMMERCE TO CROSS-SELL
AND UP-SELL**

**CONNECT TO SUPPORT &
CUSTOMER SERVICE**



**WARRANTY
REGISTRATION**

**ACCESS INSTRUCTIONS &
MAINTENANCE INFO**



**CONNECT TO A COMMUNITY
WITH SHARED INTERESTS**



**AUTOMATED OR SUBSCRIPTION
PURCHASES**



**INSTANT, SECURE
PAIRING**

PROVIDE TIMELY FEEDBACK

PERSONALIZED GIFTING



PRODUCT RE-ORDER

**OTHER
TECHNOLOGIES**

BLUETOOTH

DIGITAL RETAIL EXPERIENCE
AVAILABLE ONLY IN STORE

RAIN RFID

DIGITAL RETAIL EXPERIENCE
AVAILABLE ONLY IN STORE

RETAIL TECHNOLOGIES DEFINED



Near Field Communication (NFC)

A short-range wireless connectivity technology that helps consumers connect to a world of convenience, information, and enhanced experiences at home, around town, or when they travel. With NFC, users choose when they want to access content or have an NFC experience.



RAIN RFID UHF (Radio Frequency Identification)

The wireless technology used most often for ambient inventory tracking and supply chain applications. Passive RFID tags on products and boxes contain logistics information that can only be read with a special handheld reader at a range of 3-10 meters. RFID typically only supports one-way communication.



Barcode/QR Code (Quick Response code)

A visual barcode that, when scanned, might open a web page or download information. The user must have an barcode reader app installed and opened on their smartphone to read any barcode.



Bluetooth Beacons

A wireless technology that is built into most mobile phones and many consumer electronic devices. Bluetooth supports two-way communication within a range of 10 meters. Bluetooth Beacons can activate a shop or venue, and push content to patrons who have a pre-installed store or venue mobile app.

**HOW DOES
NFC
COMPARE TO
QR CODES?**



QR CODES

SECURITY

Secure, Resists Cloning

Not Secure, Easy to Clone

READABILITY

Read with One Tap

Need to Have
Good Lighting

EASE OF USE

Easy!
One Tap- No App Needed

Need an App to Read

DESIGN

Limitless
Invisible and Integrated
into Brand Graphics

Unattractive
Maximize Size to Improve Usability

**WHY
INTEGRATE NFC
INTO YOUR BRAND
AND RETAIL
STRATEGIES**



NFC is the right tool to strengthen customer relationships and enhance the customer experience by making in-store and post-sale engagement simple and compelling.

- Delivers intuitive experiences to digital native and mobile-first shoppers
- Enables a personalized digital experience unique to each unit of product
- Addresses consumer preference for speed, convenience, and control
- Integrates easily into every step of the consumer journey
- Brings the benefits of digital marketing to physical products and packages
- Provides simple and straightforward customer experience → no app needed

JOIN THE NFC FORUM

<http://nfc-forum.org/join/>

Impact the future of NFC in
retail. Participate in the NFC
Forum Retail & Payment
Special Interest Group.

<http://nfc-forum.org/retail-sig/>



<http://nfc-forum.org>

1. Sopadijeva, E., Dholakia, U., Benjamin, B. A study of 46,000 shoppers shows that omnichannel retailing works. Harvard Business Review, 03 January 2017.
2. Sterling, G. Survey: 90 percent of retail shoppers use smartphones in stores. Marketing Land, 20 July 2015.
3. The International Market for Brand Protection Solutions, Vandagrif, 2015.
4. The Millennial Mind: How Content Drives Brand Loyalty. NewsCred Report, 2014.
5. Tait, D. NFC-enabled handset shipments to reach three-quarters of a billion in 2015. IHS Markit, 29 June 2015.
6. Hinckley, D. New Study: Data Reveals 67% of Consumers are Influenced by Online Reviews. MOZ, 02 September 2015.
7. The Internet of Things: Mapping the Value Beyond the Hype. McKinsey Global Institute Report, June 2015.