

Should retail business leverage mobile technologies?

12th webinar of the retail m-commerce series - An **Embitel** initiative

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Speaker Profile



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- ❑ 8+ years of experience across various business functions including consulting, business development, product management, digital marketing and strategic business planning with a specific focus on digital commerce
- ❑ 5.5+ years of experience in e-Commerce and m-Commerce domains; led various engagements with several leading Indian and International retailers/e-tailers on implementing their channel strategies
- ❑ With strong focus on Omni- and multi-channel implementations, along with his team, is responsible for helping clients develop strategies for integrating sales channels across mobility, e-commerce and retail stores to provide a cohesive consumer experience

Webinar Agenda

Current retail trends

Growth of mobile devices

'The Big Dilemma' – Mobile Web v/s Mobile Apps

Sneak peek into what consumers are doing on their mobile/tablet/PC devices

Rise of mobile applications

Framework for building retail-specific consumer facing mobile applications

Some of the interesting case studies of retailer's mobile applications

Summary

Questions

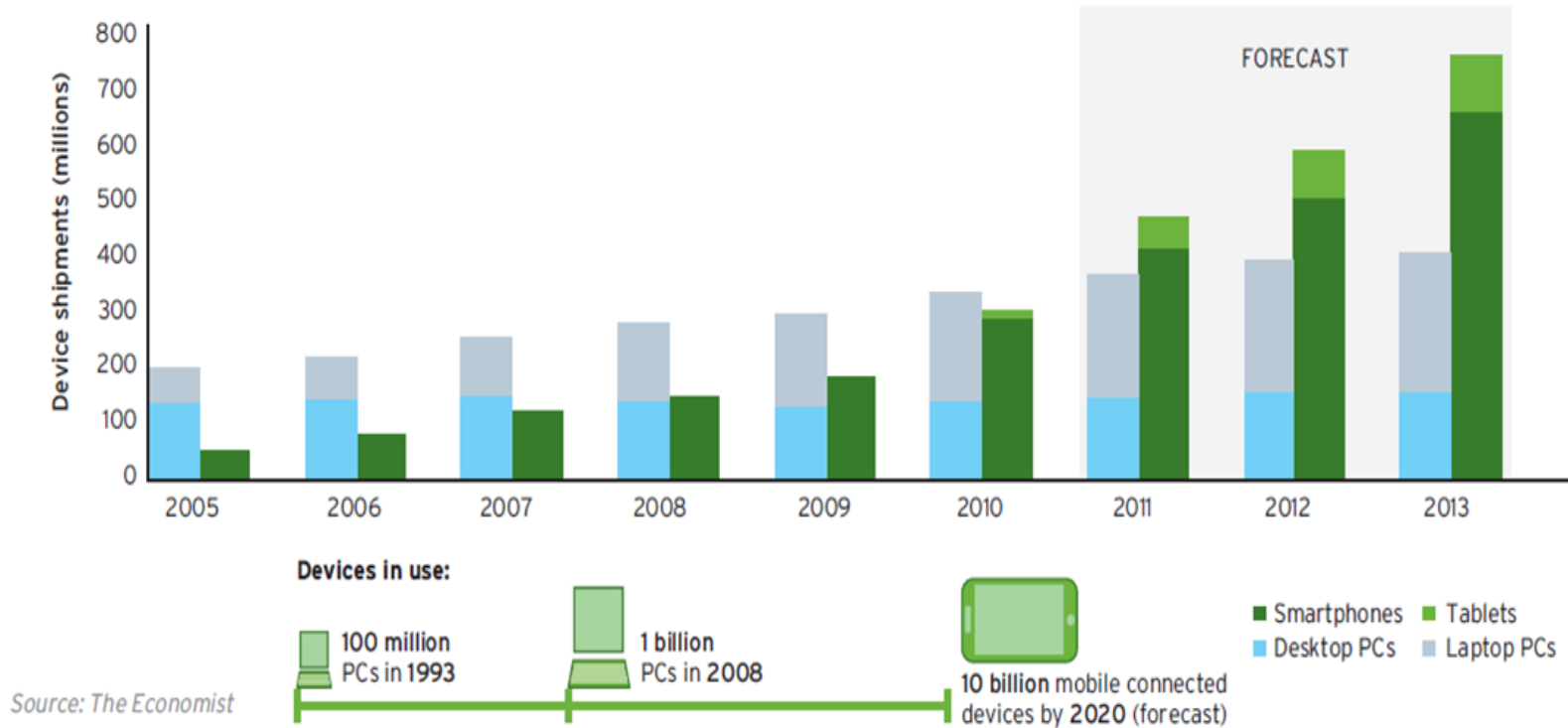
The current retail trends

- ✓ Consumer behavior is changing tremendously
- ✓ 'Modern' retail is continually evolving and that too **rapidly**!
- ✓ With seamless integration of physical, web, **mobile** and social media channels, modern retail means '**Omni-channel**'
- ✓ Retail was and will always be about creating a '**wow**' consumer experience
- ✓ 'Omni-channel' retail strategy too is about creating that 'wow' consumer experience
- ✓ Modern retail goes **beyond** setting up the physical store

**Without 'Mobile' as a channel there is no 'Omni-Channel' -
That's how important is the mobile channel!**

The growth of smart mobile phones (Global)

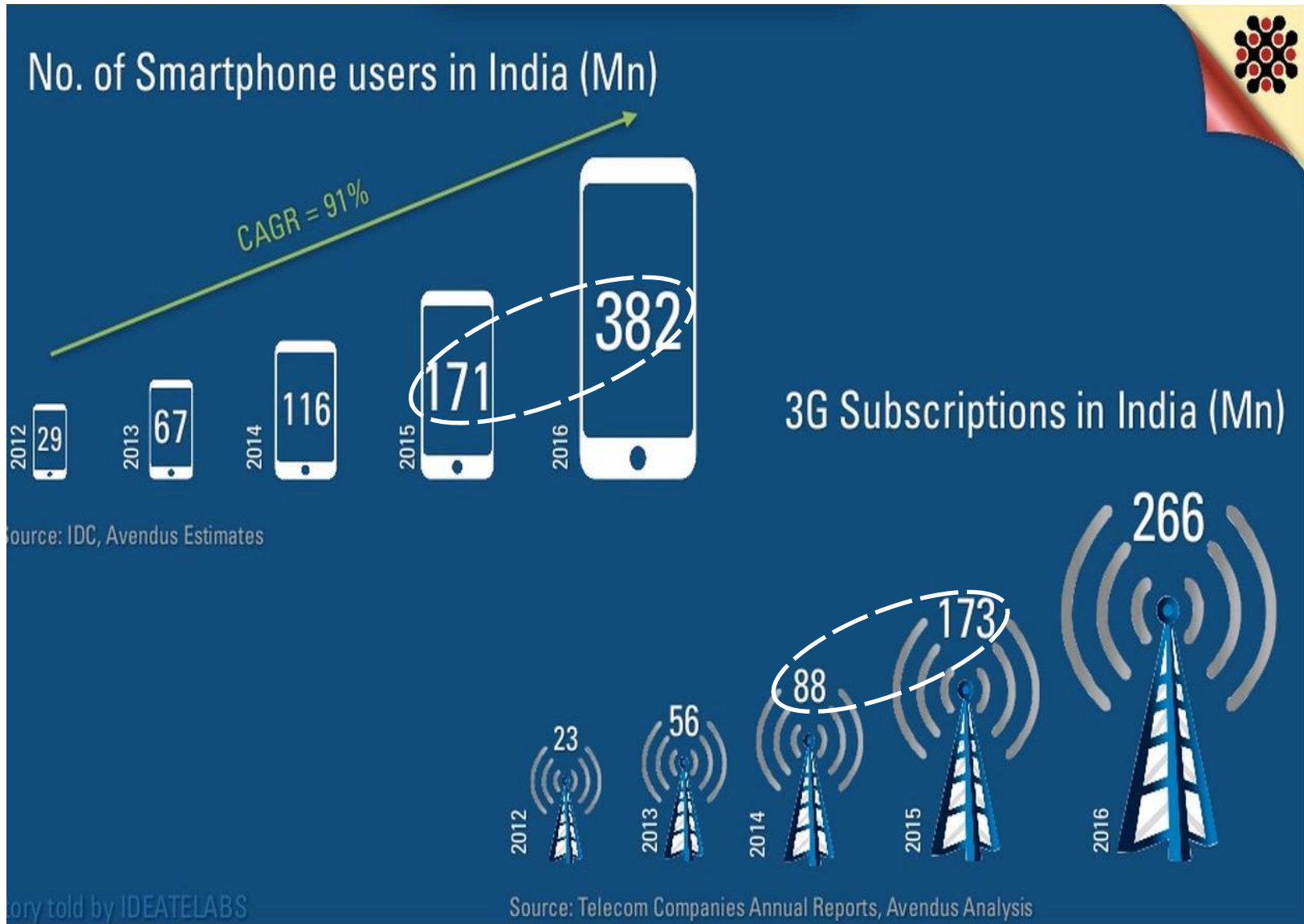
Growth of the Gadget



The growth of smart mobile phones (Global)



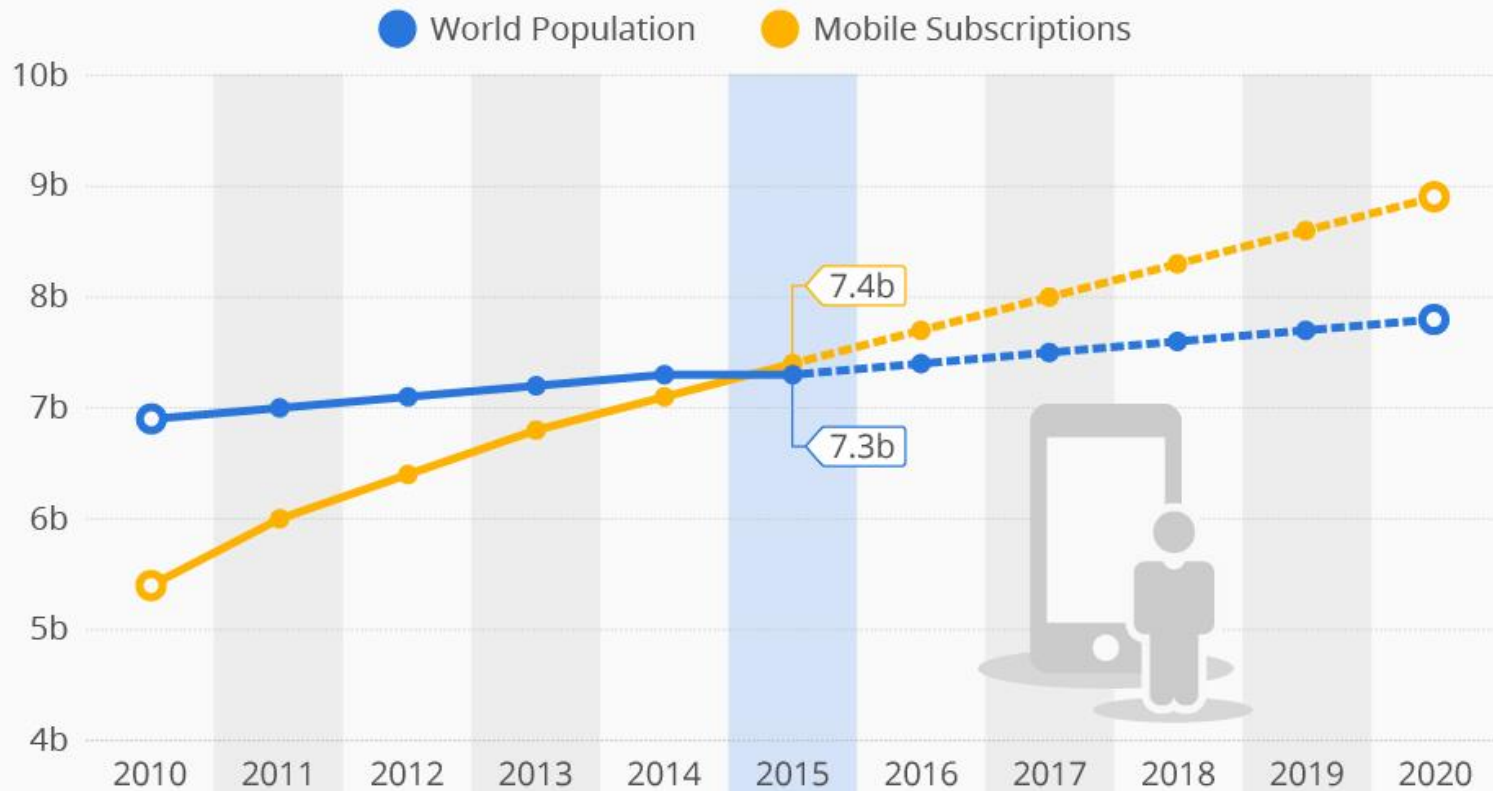
The growth of smart mobile phones (India)



The growth of mobile subscriptions

Mobile Subscriptions to Outnumber the World's Population

World population vs. estimated number of worldwide mobile subscriptions



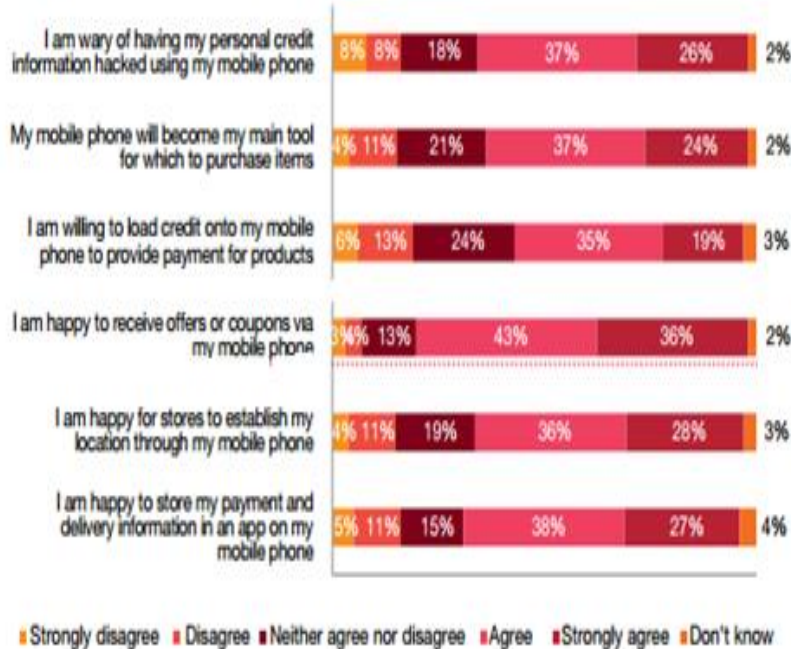
@StatistaCharts

Sources: Ericsson, United Nations

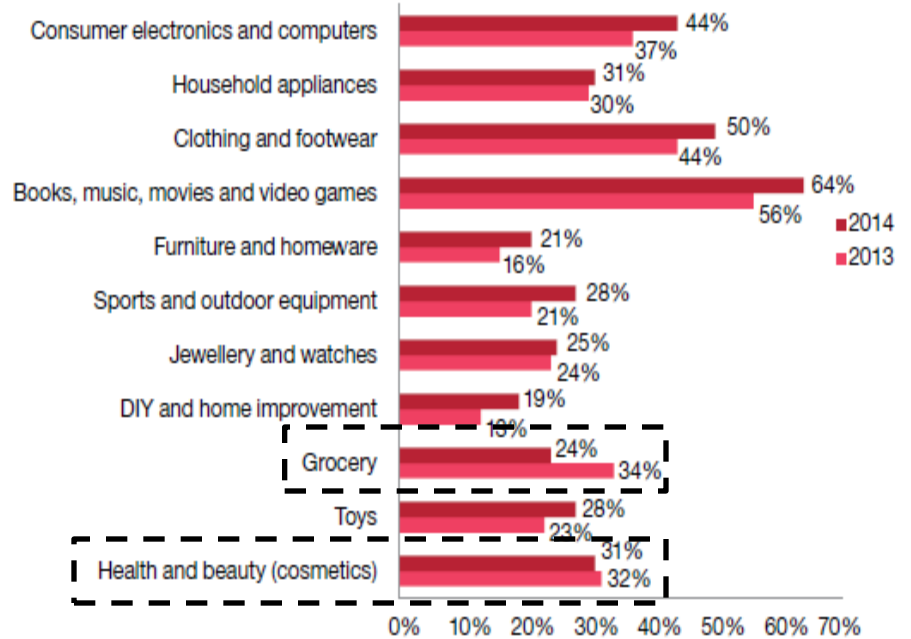
statista

What are consumers doing with their devices?

Please indicate how strongly you agree or disagree with the following statements



Which product categories do you prefer to buy through your mobile?



'The Big Dilemma' – Mobile Web v/s Mobile App

- ✓ Retail organizations have an option to either choose mobile web (responsive design) or develop a mobile app for their business
- ✓ Both mobile web and mobile app have inherent advantages and disadvantages
- ✓ Realize that mobile applications will be able to leverage the core capabilities of smart mobile devices like the following

- | | |
|-------------------|----------------------------------|
| ❖ GPS | ❖ Push notifications |
| ❖ Digital compass | ❖ WAP |
| ❖ RFID reader | ❖ Wi-Fi |
| ❖ Biometrics | ❖ Multi-touch gestures |
| ❖ Accelerometer | ❖ Speakers |
| ❖ Gyroscope | ❖ Audio input |
| ❖ Camera | ❖ Motion and temperature sensors |
| ❖ Bluetooth | ❖ Near Field Communication, etc |

It is these above mentioned advantages of smart mobile phones that needs to be heavily relied upon for developing mobile app

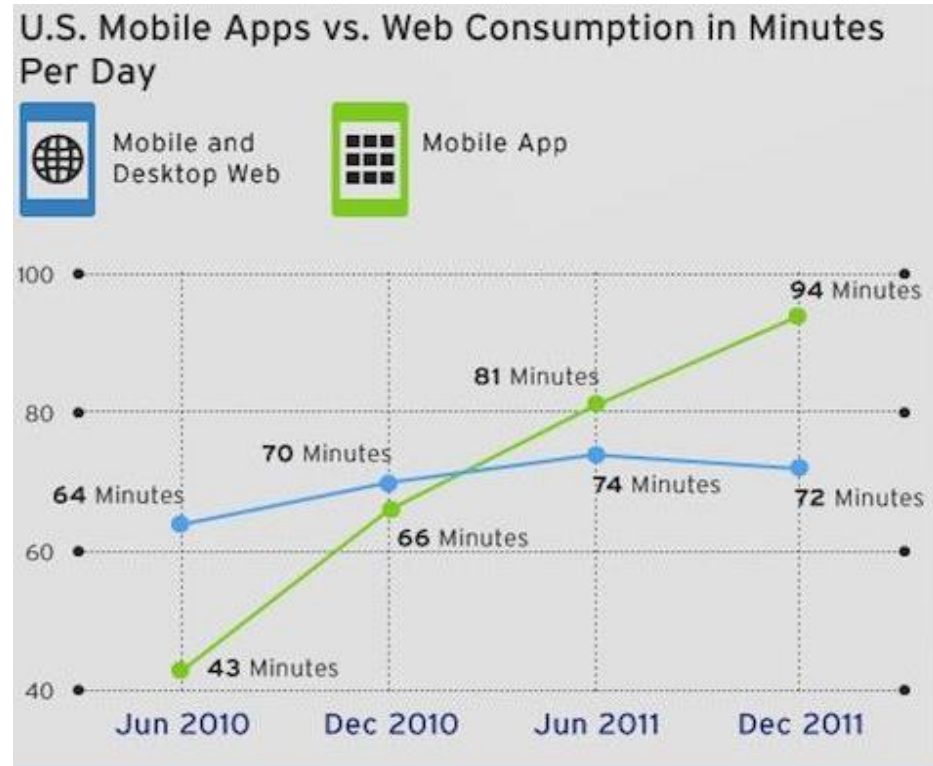
'The Big Dilemma' - Mobile Web v/s Mobile App (Continued)....

- ✓ Mobile app gives businesses the advantage of residing in the consumer's smart mobile phone
- ✓ Retailers gain more control over the consumer's presence with the help of the mobile app
- ✓ Capable of working in the background for sending geo-targeted push notifications and gathering data about the consumer's preference
- ✓ Serves a very specific purpose
- ✓ Provide personalized user experience
- ✓ It's much easier to access a mobile app than a mobile website
- ✓ Hardware-related things like gestures, multi-touch events and geo-location tracking are much more easier to implement with native technologies

With these advantages; the mobile app clearly wins over mobile web

Rise of Mobile Apps

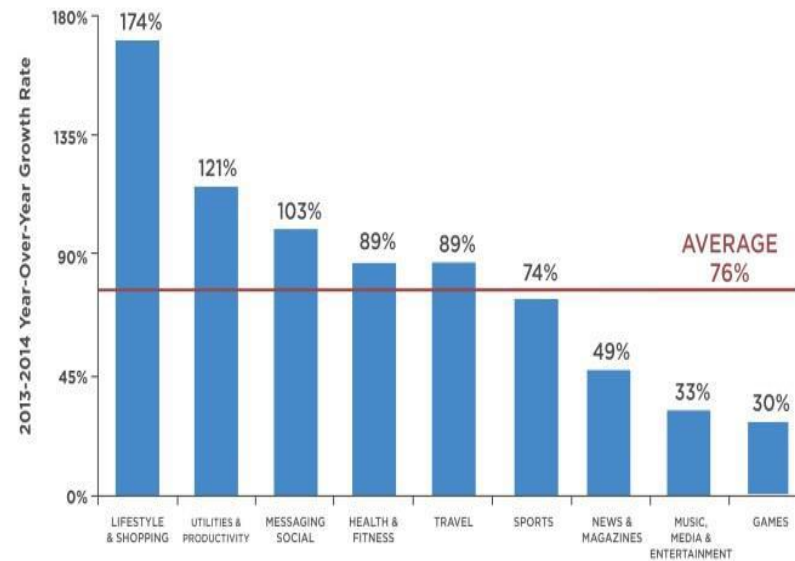
- ✓ The mobile app economy is flourishing
- ✓ Globally, mobile app economy already contributes close to \$26 billion to GDP
- ✓ Mobile app usage in India grew 131 per cent
- ✓ In India 200 million consumers are estimated to be using the smartphone with 9 billion apps downloaded in 2015



Rise of Mobile Apps (Cont...)

- ✓ Consumers are finding native mobile apps to provide richer experience than mobile web
- ✓ The conversion rate for shoppers using retailers' dedicated apps in the U.S. was found to be 21% higher than those not using such apps

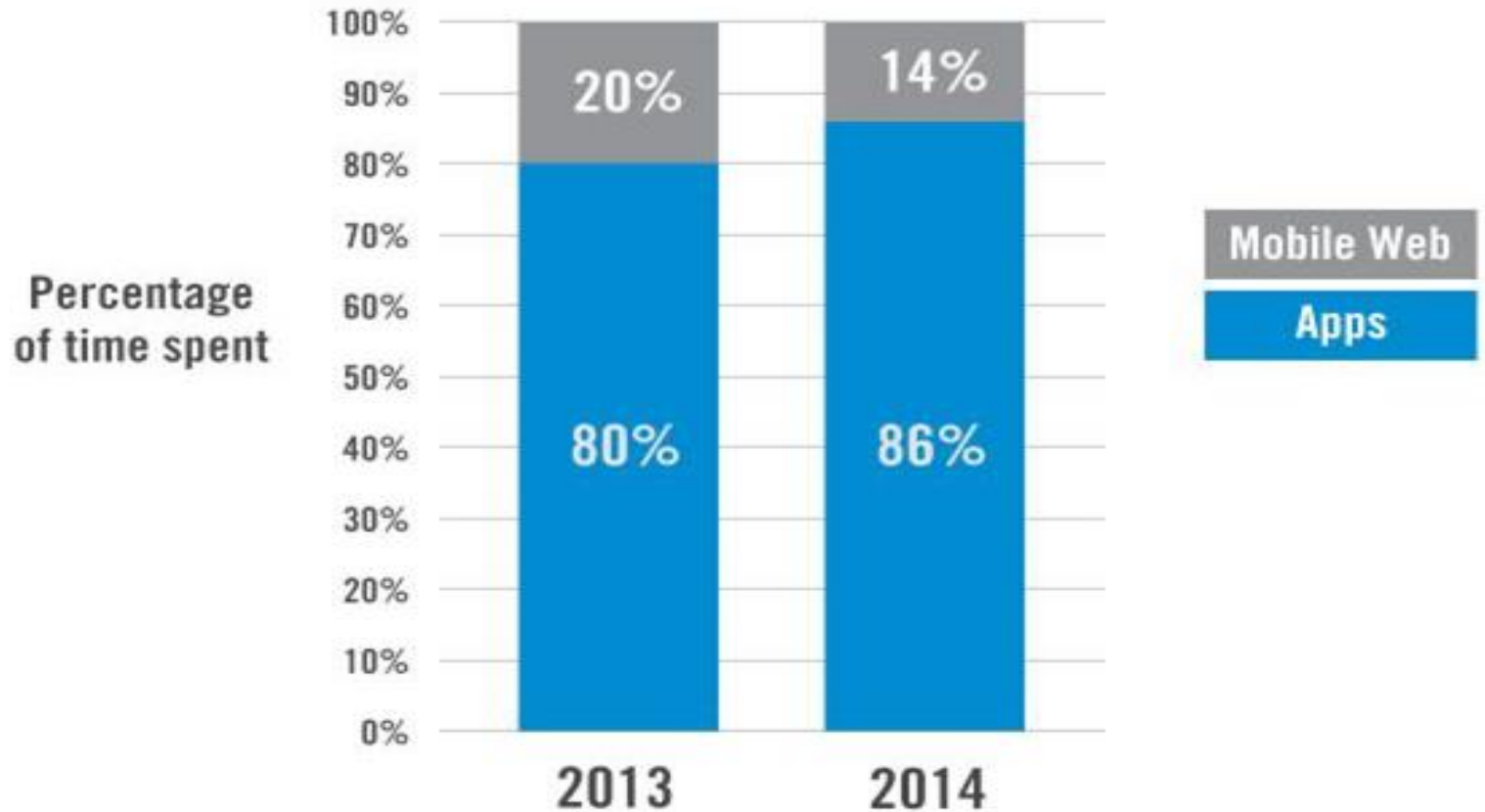
Mobile Use Grows 76% Year-Over-Year (Sessions)



Source: Flurry Analytics

Rise of Mobile Apps (Cont...)

Apps Continue to Dominate the Mobile Web



Mobile apps contribution to retailers revenue

THE FASTEST GROWING SEGMENT IN ECOMMERCE

**Office
DEPOT.**

\$260m app revenue in 2014
+116% growth

ASOS
discover fashion online

\$61m app revenue in 2014
+90% growth

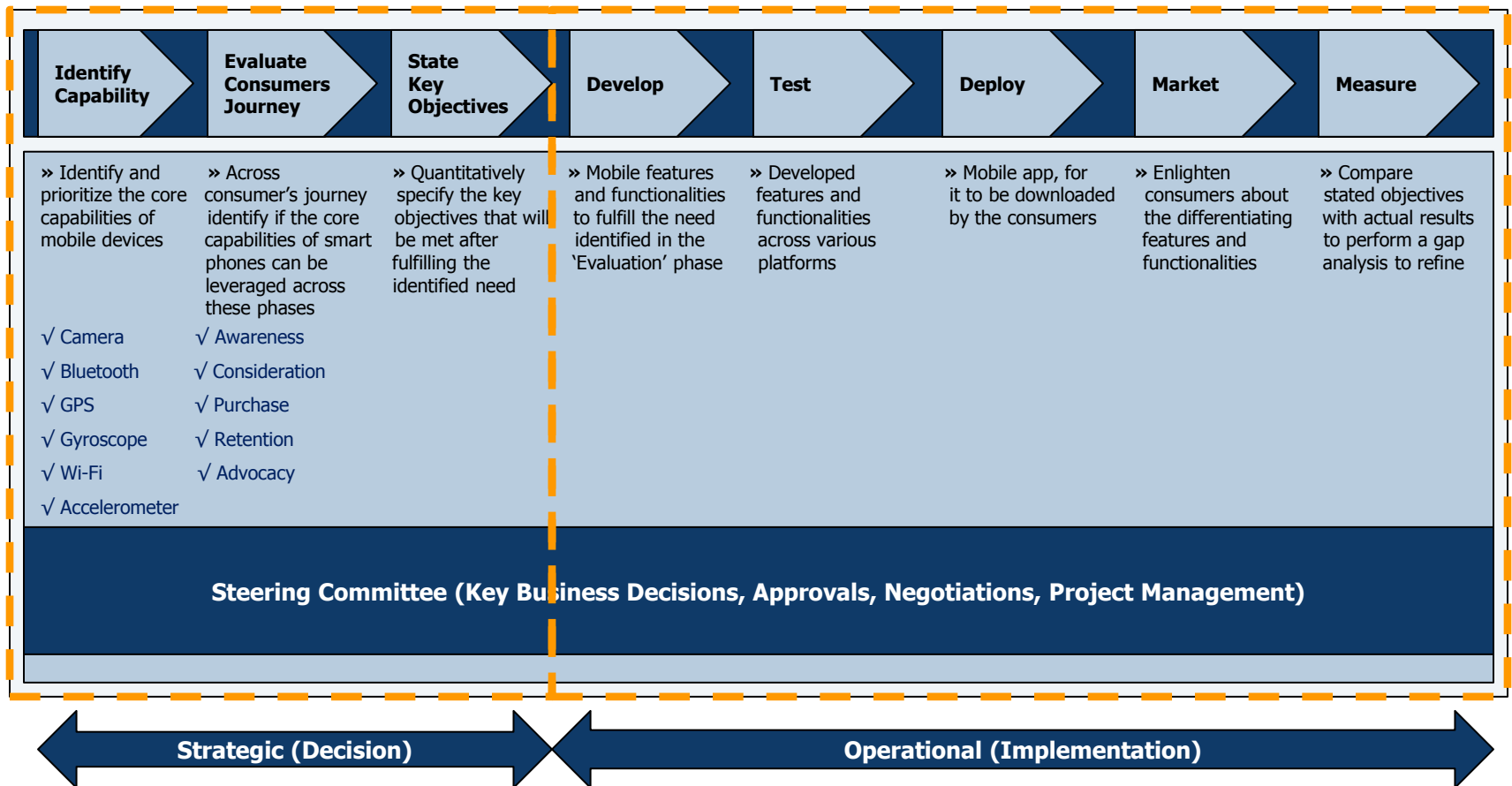
Gap Inc.

\$144m app revenue in 2014
+140% growth

ASDA

\$126m app revenue in 2014
+91% growth

Framework for building a consumer-oriented mobile application in retail sector



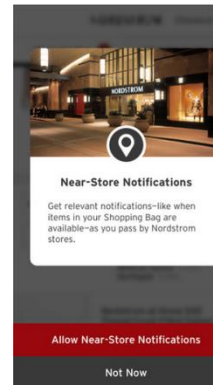
Case Studies – Some of the retailers

Virtual Fitting Room - IKEA



IKEA's mobile app feature helps consumers visualize what furniture items might look like in their own home, exactly to scale and where one would want each item to fit

Near Store Notification - Nordstrom



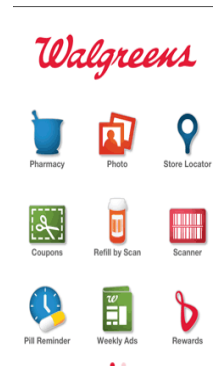
Nordstrom's mobile app feature helps consumers get relevant notifications – like when items in your shopping cart is available as consumers pass by Nordstrom stores

Gift Registry - Walmart



Walmart's mobile app feature help customers scan the product or input voice to find a product and then add that product to the wish list

Notifications - Walgreens



Walgreen's mobile app helps users track their medication schedules, receive alerts and interact with 'refill' and 'pill' notifications on the lock screen without the app having to be open

Case Studies – Some of the retailers (Conti)

Scan and Self Checkout – Sam's Club



With Sam's Club mobile app 'Scan & Go' feature customers can use their devices to scan their items as they put them in their cart and then pay by phone at a self check-out

Price Check - Amazon



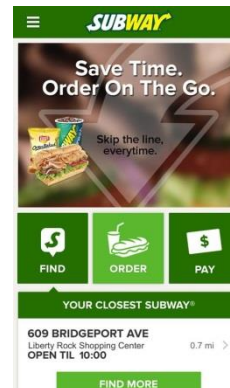
Amazon's mobile app feature allows consumers to scan bar codes in local stores and compare prices directly with Amazon

Image Recognition -Target



Target's mobile app feature allows consumers to point their phone at any object and receive suggestions for similar products within the brand app

Personalized deals - Subway



Subway's mobile app feature sends notifications of personalized deals to Subcard owners' phones when these consumers are near a store

Case Studies – Some of the retailers (Conti)

Visual Search–Home Depot



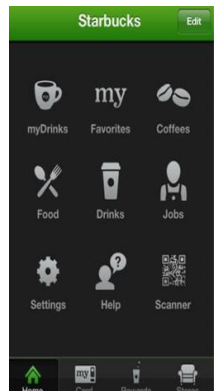
Consumers, with the help of camera function, take a picture of a tool or other home item and then the app automatically displays results for similar items within the retailer's inventory.

Store Map - Walmart



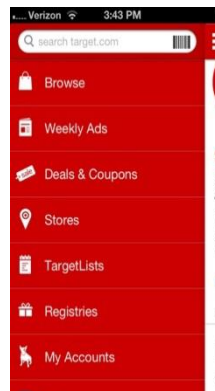
Walmart's mobile app feature displays an interactive store map enabling consumers to click on items and see where they are located and price information during Black Friday sales.

Order & Pay - Starbucks



Starbucks' mobile app features 'Order and pay' that lets consumers order for drinks at nearest outlet and reload their balance quickly, thereby making the checkout process quicker and smoother.

Scan QR Code - Target



Target's mobile app feature helps consumers scan QR codes and buy the items.

Summary

Adapt to technological advancements to constantly engage with **technology-empowered** consumers

Carefully monitor each and every move in the **consumer's behavior**, else lose out to competition

Leverage the **core capabilities** of smart mobile phones

Customize to leverage on the core capabilities of smart phones, as per your **business needs**

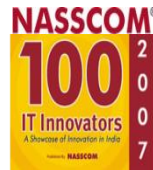
Complementary thinking of retailers to help create **maximum 'value' add-ons**

Use mobile app as a double edged strategy;
Empower consumers and reduce operational costs

About Embitel

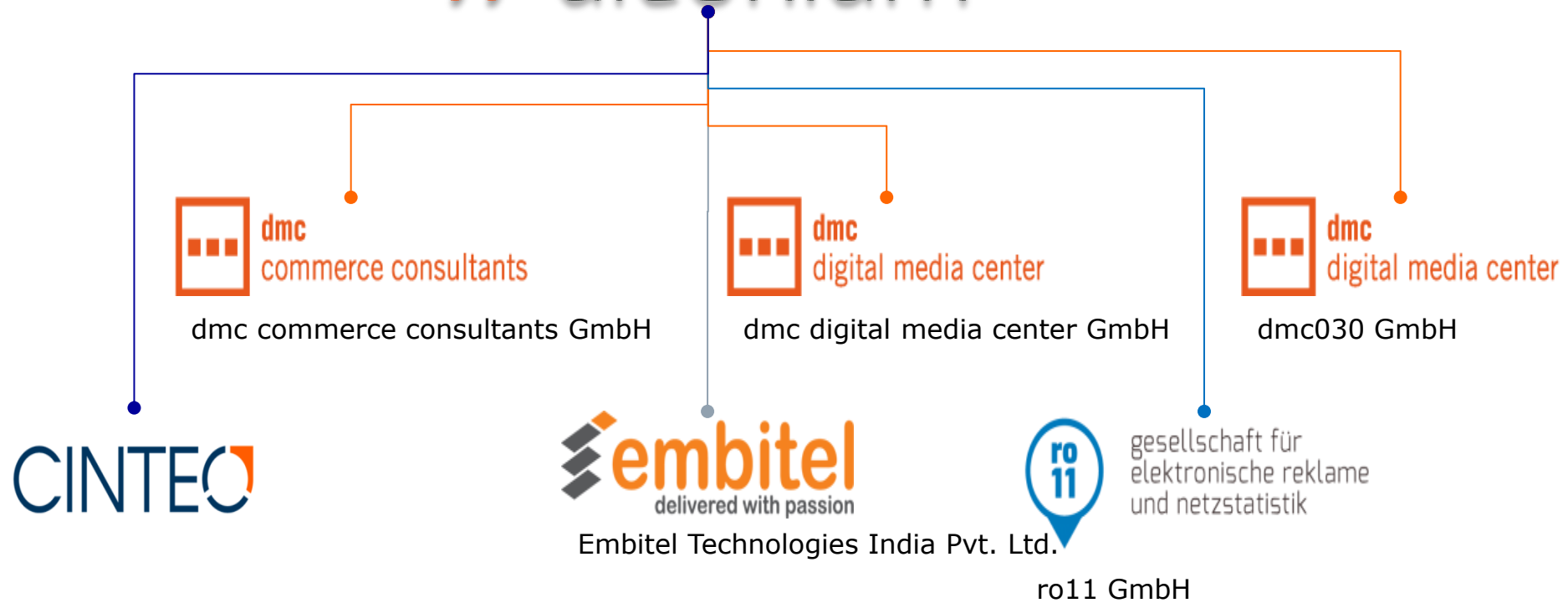
Company Overview

- The Beginning : Started operations in 2006 (Bangalore, India)
- Business Footprint : Corporate Head-Quarters in Bangalore. Offices in Germany, UK and USA. Representatives in France and Sweden
- People Power : Engineering Talent of 210+
- Industry Recognition : "Fast & Emerging Partner" Award by Magento
"Magento 2.0 Trained" Solution Partner
Deloitte "Technology Fast 50" India Award
Rated among "100 Most Innovative Companies" in India by NASSCOM
"SAP preferred" hybris implementation partner in India



Diconium – Group of companies

// diconium



Since 1995

500+ Team Size

€ 37m Group Revenue

M-Commerce Service Offering

Strategy & Consulting

- M-Commerce, Mobile Marketing, Mobile System Architecture, Integration with external systems, Performance, Security & Scalability

Design & Usability (UI / UX)

- Navigation Plan, Usability, Layout Management, Design Consistency, Workflow Optimization, OS based screen designs

Mobile App Development

- Native Mobile App, Cross-Platform Mobile App, Integrations, Support for all major mobile OS, Workflow Management, Release Management, Application Security and Testing

Integration Services

- Integration with Hybris, Magento, ERP, CRM, POS, Analytics, Payment Gateways, Social Media, Other Third-Party applications & databases

Analytics & Reporting

- Mobile analytics to identify opportunities, road blocks, performance, trends, user behavior etc. by integrating with tools like Flurry, Google Analytics, Mixpanel, etc.,

List of previous webinars

- 1) Retail e-Commerce – A Perfect Storm in India
- 2) Essence of Retail e-Commerce and its Optimization
- 3) Search Engine Optimization
- 4) Social Media Marketing
- 5) E Retailing Approach
- 6) Mobile Commerce for Retailers
- 7) Online Retailing using Facebook
- 8) Multi Channel Retailing
- 9) Web-shop Personalization Webinar
- 10) Data Driven e-Commerce Webinar
- 11) Webinar on Contextual targeting in e-commerce



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Thank you for your interest!

Any questions?

