



# THE **NEXT** KILLER APP: STORES

## Win Back the Storeless Generation

The Internet has been a windfall for retailers with respect to advertising, marketing and communication. The second edge of this sword, however, has been the emerging of online mega retailers like Amazon and their rapid-fire upselling, nearly instantaneous purchase ability and *almost* immediate possession. That last point coupled with the touch and feel aspect of possession is the hook that brick and mortar retailers have been hanging their existence on.

But the physical store has to have more to it than just instant gratification, right? WD's recent study has uncovered that there is more to winning against online retailers than simply having physical objects ready for shoppers to toss in their cart. Our in-depth research proves that not only is there life after Amazon, but that life can be good because of the gaping hole online retail has left wide open for stores to fill.

We surveyed 1500 consumers about the myriad ways brick and mortar retailers could merge the ease of web commerce that online retail provides with their own asset of instant gratification. The

participants rated 8 different Buy Online Pickup In Store concepts and the findings surprised us. In short, the farther away the shopper could be from actually entering a store the better.

Learn what retailers can do for the *Storeless Generation*, and how that resulting solution could be a huge advantage for stores. Our survey shows that shoppers, frankly, don't want to go into stores. Armed with this data, WD's retail experts have uncovered some powerful wins that could transform the next stage of retail in a big way. Learn for yourself what consumers *really* want.



# Findings include:

**Retail Grows Up:** What shoppers want, after an evening spent scrolling through Amazon pages, is an experience. With the future of digital retail integration, stores have an opportunity to make shopping more exciting than ever by putting the shoppers needs first.

**Introducing the Storeless Generation.** The chasm widened by eCommerce's presence has left consumers looking for more than just a place to get something faster than delivery. Learn what innovations could be put in place with the resources already present in stores to bridge this gap and win over the younger generation of shoppers.

**The Fulfillment Emergency.** The answer to success for stores is more about adjusting the damage they have done to themselves than doing something new. It turns out that shoppers don't want to bear the burden of fulfillment. Taking back this logistic challenge could be the definitive answer for stores who want to compete with online retailers.

**It's all about strategy.** Large retailers have tried Buy Online Pickup In Stores with a less than enthusiastic response. Our research uncovers what is being done wrong and offers insight into how stores can adjust their plan for fulfillment to be more than just an add-on feature.

As technology reinvents commerce, consumers are becoming increasingly complex. Their needs and wants, at times contradictory, are symptomatic of something deeper. This report dives into shopper responses to several different BOPIS options and reveals the key components that consumers are looking for. With detailed analysis and consumers rankings, you can discover what stores need to compete with e-retail.