



Retail 4.0 : la valorizzazione del customer journey **SEAMLESS COMMERCE**

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General Manager, Retail Institute Italy

Politecnico di Milano, 6 maggio 2022

« The House of Retail » Dal 1995.



« *The House of Retail . Dal 1995* »

Retail institute Italy, con oltre **200** Soci , è l'Associazione punto di riferimento del retail in Italia, nella quale sono rappresentate tutte le componenti del Retail: **Retailer, Brand Company, Retail Partner**

La nostra mission è : **promuovere la cultura e lo sviluppo del settore Retail.**

In 25 anni abbiamo realizzato più di **700** eventi e corsi di formazione ed incontrato più di **10.000** manager !

Network Internazionale



- Membro del board internazionale di **NRF - National Retail Federation**, la più grande Associazione del Retail a livello mondiale



- Membro di **FIRA - Federation of International Retail Associations**, che riunisce le principali associazioni del Retail a livello mondiale.



- Partner di **EHI - Retail Institute**, istituto tedesco di ricerca, formazione e consulenza nel retail, con un network di oltre 700 aziende europee

RI-Members

Alcuni degli oltre 200 soci

accenture



Retail Institute Italy può contare sul contributo di un proprio **Comitato Scientifico**

COMITATO SCIENTIFICO RETAIL INSTITUTE ITALY

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LE NOSTRE ATTIVITA'

- ☐ Business Information
- ☐ Monitoraggio Trends
- ☐ Ricerche di mercato
- ☐ Osservatori
- ☐ Eventi
- ☐ Formazione
- ☐ Retail Tour
- ☐ Award



TREND ONE

Micro-trends 39451

Macro-trends 109

Mega-trends 17



BIG THINGS START SMALL

Micro-Trends®

are new, intelligent, powerful and structure-changing innovations. They are the first concrete signs of emerging trend currents.

... as concrete inspirations

Macro-Trends

are specific manifestations of the mega trends. They describe partial currents that have a different impact horizon.

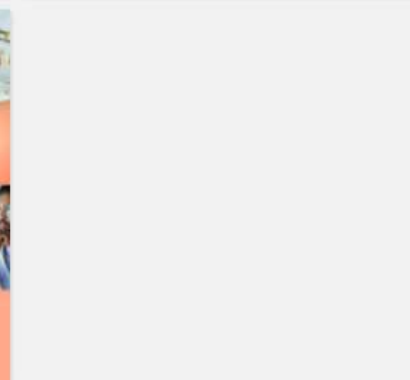
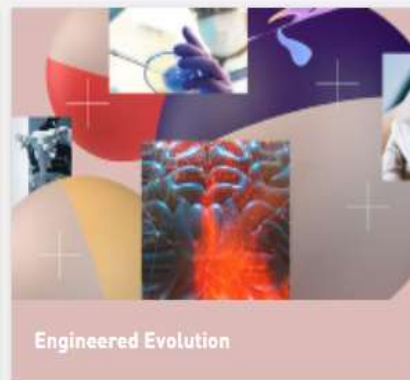
... for the strategic work

Mega-Trends

describe structural changes in society. They influence all areas of society and have a lasting effect.

... as an overall orientation

17 Mega-Trends



SEAMLESS COMMERCE

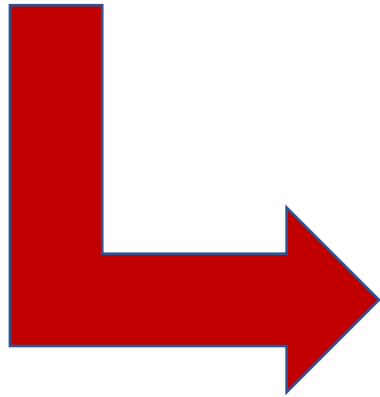
Più i consumatori sono informati e capaci di gestire tutti i **touchpoint** , più diventa necessario per i Retailer offrire una valida **«seamless experience»**

3 key factors :

- 1) l'uso dei dati (approccio data-driven)
- 2) il valore della relazione con il cliente
- 3) la personalizzazione dell'esperienza



SEAMLESS COMMERCE



Macro-trends

Direct To Consumer

Last Mile Solutions

Omnichannel Performance

Retail Automation

Platform Economy

Digital Currencies

Curated Consumption

Hybrid Instore Experiences

Micro-trends



App uses photos to identify car models

Volvo has partnered with the advertising agency FamousGrey to develop the “Volvo Street Configurator” app which enables users to scan any Volvo vehicle they see and then shows them all the specifications of the respective model. Users simply take a photo using their smartphone camera and upload it to the app, which then uses AI to display all the details on the model, color, equipment and wheels. Afterwards, users are forwarded to the Volvo website to complete the configuration. They can either look for a dealer nearby or buy the car online.

Direct To Consumer

Volvo Group Belgium

Belgium

Feb 7, 2022

Mega-trends

Seamless Commerce

Artificial Intelligence

Macro-trends

Direct To Consumer

AI Assistant

Omnichannel Performance

Industries

Transportation & Mobility

IT & Telecommunication

FOCUS ON - Data and customer loyalty



Last Mile Solutions

🔍 Tortoise

📍 USA

🕒 Mar 9, 2022

Mega-trends

Seamless Commerce

Smart Surroundings

Macro-trends

Last Mile Solutions

Retail Automation

Internet of Everything

Industries

Retail

IT & Telecommunication

Delivery robots as vending machines

The US start-up Tortoise is fitting its delivery robots with smart stores that business customers like Go Grocer in Chicago can use to sell products in front of their stores when they are closed or at events in the park. The start-up has also integrated NFC readers into the product containers. As soon as customers pay using an NFC-enabled credit card, the container opens so that food or other products can be removed. If products are taken out that have not been paid for, the cameras and remote operators clock this and charge the person for whatever they took.

FOCUS ON - High costs for retailers and a considerable influence on how customers rate the overall service



Fashion giant opens virtual showroom

The Swedish fashion retailer H&M has teamed up with the digital agency Dept to open a virtual showroom on the meta-verse platform Journee. There, invited guests from Germany, Austria, Switzerland, Slovenia, and the Netherlands will be able to move through the virtual space and interact with each other. The virtual showroom displays selected collections and photo-realistically rendered, animated 3D fabrics from H&M. The company is planning to use the hyper-realistic, virtual environment for fashion campaigns, events, market launches, and more.

Omnichannel Performance

🔍 Hennes & Mauritz AB

📍 Sweden

🕒 Apr 18, 2022

Mega-trends

Seamless Commerce

Virtualisation

Attention Economy

Macro-trends

Remote X

Omnichannel Performance

Visual Zeitgeist

Industries

Media & Entertainment

FOCUS ON - Customers do not think in channels



Checkout-free store detects shopping

Aldi has opened Europe's biggest fully automated supermarket in London. The "Shop&Go" supermarket has a sales area of 450 square meters. Customers need the "Shop&Go" app and have to enter their personal details and account data into it. In the store, shoppers can put products straight into their bags and simply walk out when they have finished shopping. The payment and billing are managed automatically. Thanks to the computer vision technology from AiFi, customers and products are detected by cameras only. The system can also detect group purchases and does not process any biometric data.

FOCUS ON - Automation boosts customer experience and generates data

Retail Automation

 AiFi Inc.
Aldi Stores Ltd.

 United Kingdom

 Jan 21, 2022

Mega-trends

Seamless Commerce

Smart Surroundings

Macro-trends

Retail Automation

Evrysensing

Internet of Everything

Industries

Retail

IT & Telecommunication



Platform Economy

Uber Technologies Inc.

USA

Apr 13, 2022

Mega-trends

Seamless Commerce

Intelligent Infrastructure

Macro-trends

Connected Mobility

Platform Economy

Industries

Transportation & Mobility

Innovation types

Product/Service

Uber integrates taxis in New York City

The mobility provider Uber is now integrating New York City taxi cabs into its app, allowing around 14,000 taxis to receive trip requests from Uber customers. The city's licensed technology providers will integrate their software with Uber. Yellow cabs, which can be hailed using the companies' apps, will gain access to Uber's much larger customer base. Riders will pay the same fare for taxi rides as they would for an Uber X trip. Taxi drivers who accept Uber customers will be paid under the same rate. They may earn less, more, or the same as Uber drivers, depending on the trip.

FOCUS ON - Marketplaces is an extremely competitive business with a high degree of price transparency



Exchanging virtual burritos for the real thing

The US fast-food chain Chipotle has installed the "Chipotle Burrito Builder" on the online games platform Roblox to coincide with National Burrito Day. Players are invited to create virtual burritos and earn the Roblox currency "Burrito Bucks". The first 100,000 participants who succeed in successfully rolling their burrito will get enough "Burrito Bucks" to exchange them for a free main course with Chipotle online orders. The "Chipotle Burrito Builder" is inspired by Chipotle fans on social media who compared the complexity of rolling burritos to playing a video game.

Digital Currencies

Chipotle Mexican Grill Inc.
Roblox Corp.

USA

Apr 22, 2022

Mega-trends

Seamless Commerce

Connected World

Attention Economy

Macro-trends

Valuetising

Gaming Universe

Digital Currencies

Industries

Retail

Food & Beverages

FOCUS ON - The competition between state and virtual currencies will significantly change the retail and finance sectors.



Using store space for good-cause projects

Timberland is using the store space of its flagship store in London to support good causes as well as to showcase Timberland products. Besides a living green wall that informs customers of the “Nature Needs Heroes” campaign, there are glass-topped exhibit cases featuring items such as soles made from recycled rubber and receptacles for consumers to drop off used Timberland footwear, clothing, and accessories as part of the Timberloop program. Timberland has pledged to plant 50 million trees by 2025 and achieve a net-positive impact on the planet by 2030.

Curated Consumption

VF Northern Europe Services Ltd.

United Kingdom

Mar 21, 2022

Mega-trends

Planet Centricity

Seamless Commerce

Macro-trends

Ethical Consumption

Platform Economy

Curated Consumption

Industries

Retail

Non-Profit & Public Services

FOCUS ON - In Western industrial nations, there is an excess of products and services in almost every category



Hybrid Instore Experiences

🔍 Savage x Fenty Fit Match

📍 USA

🕒 Feb 11, 2022

Mega-trends

Seamless Commerce

Woke Culture

Macro-trends

Diversity Awareness

Inclusive Design

Hybrid Instore Experiences

Industries

Retail

IT & Telecommunication

AR body scan at inclusive lingerie store

Rihanna's lingerie label Savage x Fenty has opened its first brick and mortar store in Las Vegas. The store displays lingerie on mannequins that represent a diverse range of body types in line with the brand's commitment to inclusivity. To help customers with their choice of products, Savage x Fenty has partnered with the solutions provider Fit:Match. After a 3D body scan in the store, the "Fit Xperience" app shows users an avatar that mirrors their body shape and dimensions. People can then try on the products virtually and check out matching product suggestions.

FOCUS ON - The customer journey is being optimised to facilitate shopping that is both effective and rich in experience.

Grazie !