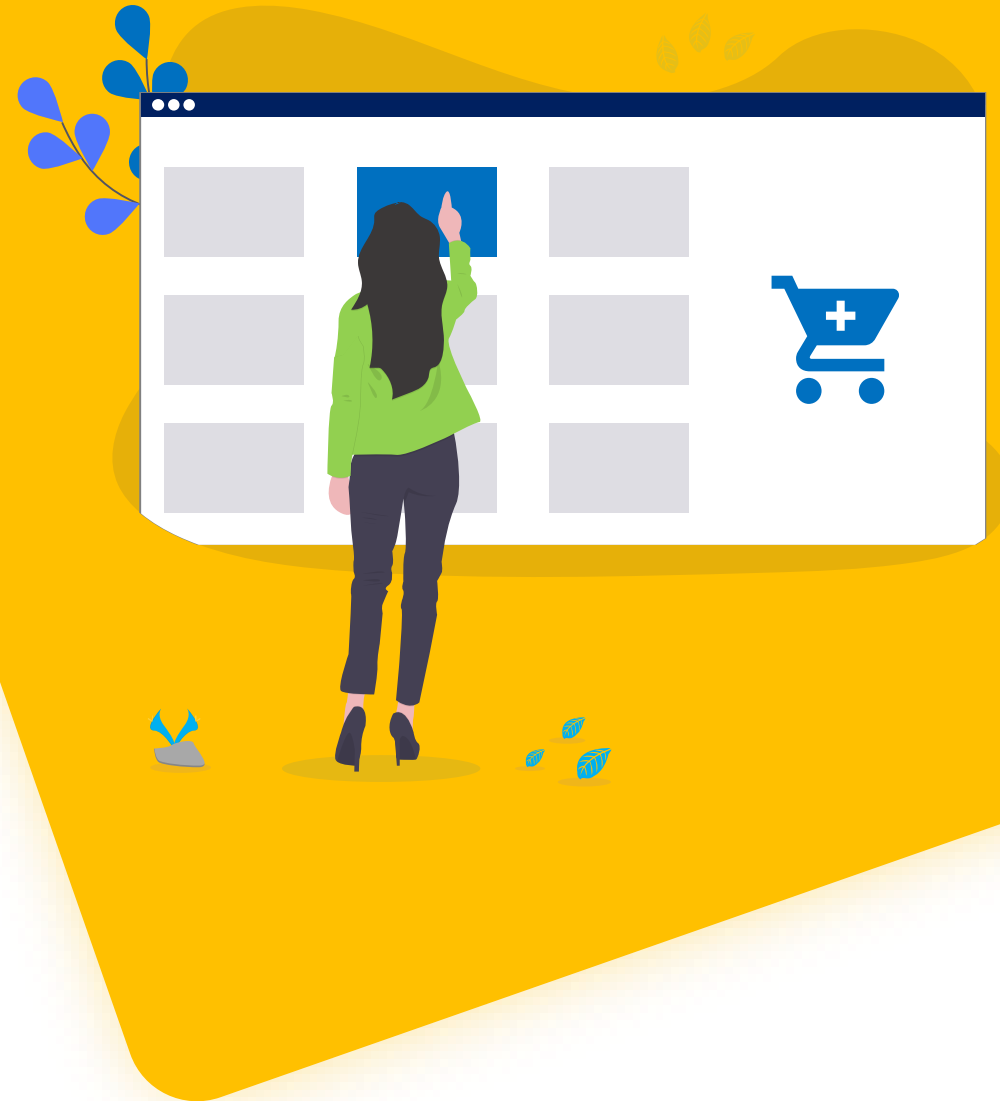**capillary** get**ready** webinars

Sell More With Store 2.0
Digitise Offline Stores

Logistical reminders

All lines are muted

If you get dropped off due to internet connectivity, you can join back using the same link

Post your questions in the questions tab as and when you have one

You will be receiving the recording of the webinar and other supporting materials in about a week from now

Agenda

ONE
How the retail industry and consumers are evolving

TWO
How store 2.0 will help sell to today's consumers

THREE
Outcomes store digitisation can bring

Speaker profiles

Puneet Mishra
Head of Supply Chain, RedTag

Puneet currently heads the supply chain function for the retail group BMA International FZE. He leads end-to-end supply chain transformation for the fashion retail vertical for the group. He has rich diverse work experience in various retail and technology domains including e-commerce, omni-channel and logistics optimization. Prior to BMA, Puneet has worked with myntra.com – a leading online fashion retailer in India. Puneet is an engineering graduate from India Institute of Technology, Kanpur and earned his MBA from Indian Institute of Management, Lucknow.

Speaker profiles

Aneesh Reddy

Co-Founder & CEO, Capillary Technologies

Aneesh Reddy is the Co-founder & CEO of Capillary Technologies and he is responsible for vision, strategy and new products.

For his work with Capillary, Aneesh has been recognized as a "Forty under 40" leader by Fortune Magazine and The Economic Times. Aneesh holds a bachelor's degree from IIT Kharagpur where he co-founded the Entrepreneurship Cell. He is the youngest ever Distinguished Alumnus Awardee of IIT Kharagpur. He is also an active contributor to the start-up ecosystem.

How the retail industry and consumers are evolving

73% consumers are omnichannel shoppers*

*Harvard Business Review

Retail industry in the middle east and beyond

40% consumers in the middle east are more careful about their spending*

In 2018, **7000** US retail stores were closed and only 3000 new stores were opened**

Between 2014-2021 global ecommerce would have grown **265%***

*McKinsey

**Forbes

***Statista

Evolving consumer behaviour

*Marketing Week

**SDL

***Seigel+Gate

Consumers are looking for greater choice, convenience, personalization and they want it right here, right now

- Consumers use an average of 6 touchpoints*

- **90%** of customers expect consistent interactions across channels**

- **64%** consumers are willing to pay more for newer, simpler experiences***

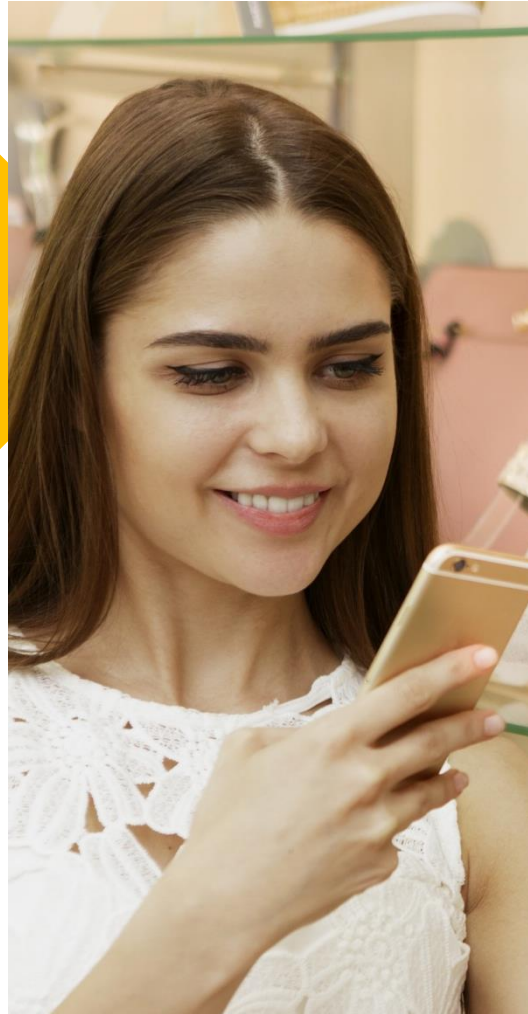# Is offline commerce still relevant

Consumers want to touch and feel products, before making a purchase

29% of consumers prefer to do their research in a physical store, but **52%** prefer to purchase in a physical store*

- In-store consumers are demanding**
  - **76%** value sales associates with a deep knowledge of in-store product ranges
  - **73%** liked the ability to check other stores or online stock quickly

*PwC

**PwC Middle East

Store 2.0 – Digitising Offline Stores

55% retailers will focus on bringing technology in-store in 2019

*WBR Insights

Components that build the store of the future

Endless Aisles

Store Associate App/PoS based clienteling

IoT/Handhelds

How does the store of the future look today

VR & AR

In-Store Analytics

Save the sale with Endless Aisles

Retailers can't have a lot of inventory lying at stores. This results in **8-10%** loss of sale

32% consumers choose their favorite retailers because they have the items they want in stock*

Retailers can reclaim up to **30-40%** of this loss of sale due to stock-outs while providing consumers with the connected buying experience they demand**

*PwC

**Capillary Technologies

How Endless Aisles work

Digital Consumer Touchpoints

Empowered Customer
your customers buy exactly what they want by browsing your entire catalog at their fingertips

Easy Shopping Experience
customers can choose from various payment & delivery modes

Boost Sales
intelligent cross-sell & up-sell recommendations based on artificial intelligence

Store Associate App

Empowered Store Staff
Provide in-depth information on inventory availability across the system and enable them to book a sale using mobile devices

Real-time Knowledge
Store staff is better equipped to suggest similar products or outfit suggestions based on artificial intelligence

No additional marketing spend
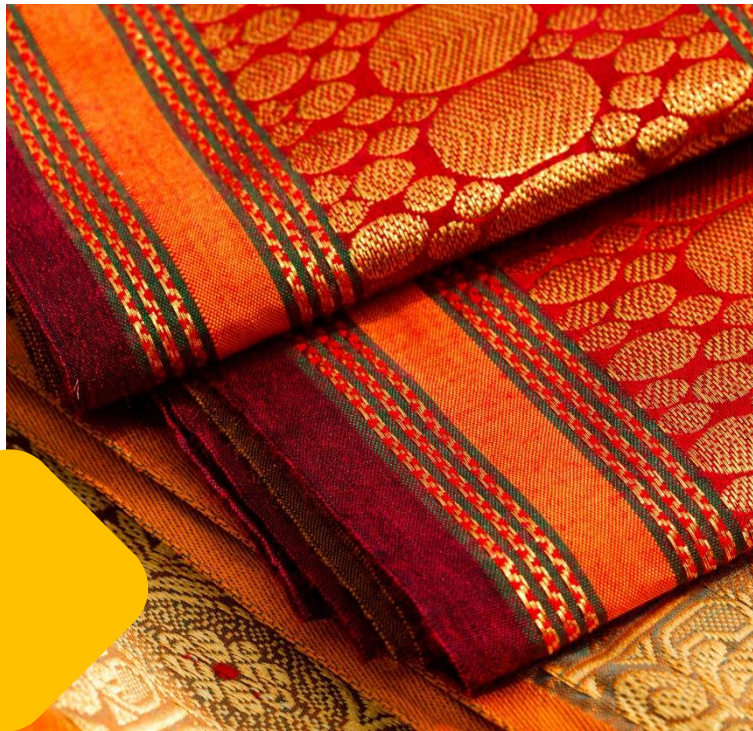Realize additional sales with no extra spend on marketing or expansion

RedTag's Success
with Endless Aisles

Other Success Stories

Ethnic fashion brand
generates **3%** additional sales
through Endless Aisle

Store 2.0 - Intelligent Stores

Companies exploiting advances in digital and analytics can see 5-10% revenue growth*

*McKinsey

Learnings from Ecommerce
for offline stores

With the ecommerce revolution, retailers have realised they must collect & analyse a lot of data to keep delivering new and improved experiences

Instore AI can help collect data and understand consumer behavior in the offline world in a similar manner to what's possible online

Footfall and conversion data

Customer sentiment and feedback analysis

Demographics and fashion profiling

Repeat customer identification and personalized recommendations

Heatmap and dwell time analysis

Using data to create better in-store experiences

Improve conversions with accurate store and visitor insights

Design better experiences and SKU assortments by understanding consumer demographics, behaviour and fashion

Personalise customer experience, by recognizing repeat customer walk - ins

Inspiring Success Story

VF Brands improves in-store conversions by up to **15%** during certain 'power hours' with Instore AI

Q&A

Thank You

Got more queries? Send them across to
hello@capillarytech.com

Know more about
Endless Aisles [here](#) and Instore AI [here](#)